



POWERSOURCE

Customers first. Energy that lasts.

A new campaign featuring actual KU customers, like George and Katie of Lexington and Bill and Trish of Russell County, Kentucky, is helping us spread the word about energy efficiency. George and Katie have implemented a number of no-cost/low-cost energy efficiency ideas throughout their home, while Bill and Trish participate in KU's Demand Conservation program. The program pays



“Demand Conservation is easy money!”
— Bill & Trish W.,
Russell County

Sign up today at eon-us.com/dc

a \$5 per summer month credit for each device installed on a customer's central air conditioning or heat pump system. Hendrika of Versailles buys ENERGY STAR appliances and dries her clothes the old fashioned way. Want to find out how much you can save? Visit eon-us.com to learn more.

Technotes

Convenient and fast: Online bill pay

With today's technology, you have more options than ever to pay your bill. Besides calling, mailing or stopping by our office to make your payment, you can go online to eon-us.com and:

- Use the “QuickPay” link to pay by debit or credit card or PayPal account.
- Enroll in our Automatic Bank Club (ABC) program for automatic bank payments ON your payment due date.
- Sign up for paperless billing to receive an email reminder with links to view your statement and pay your bill.
- Access Customer Self-Service (CSS) for payment and usage history.

For the most convenience, combine eBill with our ABC program and enjoy the benefits of paperless billing and automatic payment deduction.

Important information about your rates

You rely on us to provide the safe, reliable electricity you need for your home or business. With this in mind, we weigh carefully any decision that affects the price you pay for the service you receive from us.

In January, we filed with the Kentucky Public Service Commission (KPSC) for a \$136 million electric base rate increase. This works out to about 11.5 percent – or \$11.85 – per month for typical average residential customers using 1,230 kilowatt hours.

In early February, the KPSC accepted our filing and, as expected, suspended the proposed effective date of March 1 for five months through July 31, while they investigate the merits of our request. We will keep you informed of the status of our request and let you know when the KPSC issues a ruling, which is not expected until sometime this summer.

While your bills are adjusted periodically to reflect fuel charges (e.g. coal and natural gas) associated with generating electricity, these increases do not reflect investments in capital improvements or environmental upgrades and retrofits. Fuel costs are passed directly through to customers without any mark-up by KU,

but the costs associated with building a new power plant or making environmental upgrades can only be recouped through a formal request for a rate increase.

Over the years, we have utilized technology and better work practices and have consolidated or eliminated redundant operations to hold our rates stable. Rest assured, we will continue to apply prudent business practices and seek opportunities to achieve cost savings wherever possible.

We take our obligation to you very seriously, and we do not make the decision to raise rates without exploring every other option and alternative to help us meet your needs. While we remain committed to providing you with the safe, reliable energy you have come to expect from us, we are equally as committed to the environmental legacy we have established and to adhering to state and federal legislation.

You want rates that are reasonable and fair, and so do we. That's why we only apply for rate adjustments when it is absolutely necessary and critical for the continued health of our company. Without a doubt, we want the same kind of service for everyone...the very best possible.

Important message to customers who pay online

If you pay your bill electronically via your home computer or through your financial institution, it is important that you update your online payment profile with your correct account number and the correct remittance mailing address. You can find both of these pieces of information on the front of your bill and on the tear-off payment stub of your bill. Incorrect information can delay the posting of your payment, which could result in late payment fees and perhaps a disconnection of service.

Repairs to service entrance may be the first step to restoring power

Power outages can occur at any time of the year. When your power goes out, getting power restored quickly may require you to first make repairs to your service entrance. The service entrance consists of conductors, cable and equipment at the point where the service attaches to your home or business.

Some customers may not be aware of which repairs are considered the homeowner's responsibility and which ones are the responsibility of KU. Below are some guidelines and a diagram to help clarify.

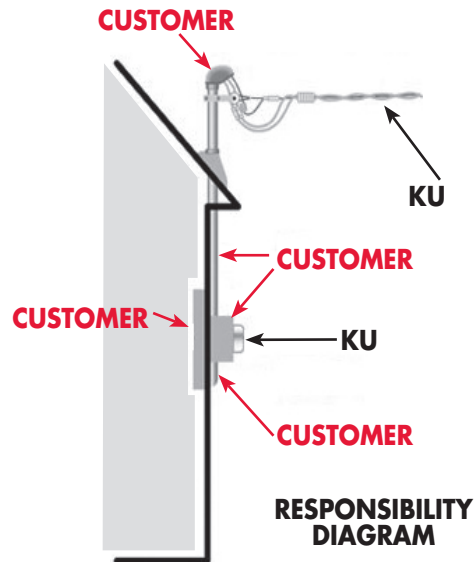
Homeowner responsibility

- Weatherhead/masthead. This is the vertical pipe-like structure attached to the top of the meter box.
- Box/meter socket that holds the meter.
- Any items or cables that secure the masthead and/or box to your home.

KU responsibility

- Electric distribution poles.
- Transformers.
- Neutral lines within the right of way.
- Service drop. This is the cable that runs from the utility pole to your home.
- Meter (inside the meter box).

The masthead and service box should be securely attached to the house. If you find



damage to this area, call us and we will send a line technician as soon as possible to make the area safe. You will need to contact a licensed electrician to repair the damaged electrical equipment. Once the repairs are complete and the necessary inspections have been made, we will restore the power. A licensed electrician should be able to advise you of what inspections are necessary.

For more information on service connection safety, including details on underground service entrances, visit www.eon-us.com.



In Your Community

For the last 29 years, Ervin Vanover, Team Leader of Substation Construction and Maintenance in Danville, has volunteered for the Special Olympics, an organization which provides year-round sports training and athletic competition for more than one million children and adults with intellectual disabilities. Ervin has served as bus driver, co-coordinator, and track and field coach. "Our goal is not to see how many gold metals we win, but to push our athletes to do their best in the highest level of competition," he said. "I try to have the athletes live up to the Special Olympics oath 'Let me win. But if I cannot win, let me be brave in the attempt.'" For more information, visit www.soky.org.



ENERGY STAR® new homes training series

Get the latest information on making your new home energy efficient. Trainings are open to the public with sessions scheduled throughout the year. Builders, architects/design professionals, HVAC contractors and raters are encouraged to attend.

Scheduled sessions

- Incorporating ENERGY STAR Products, Appliances and Systems Into Your New Homes
- Beyond ENERGY STAR: Higher Performance to Net Zero Energy

- Getting Ready for EPA's New ENERGY STAR Homes 2011 Guidelines
- Green Building Essentials

Visit www.eon-us.com/ee for detailed information.

Contact Information

Kentucky Utilities

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