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COMMERCIAL SEGMENT EDITION

SOUTHERN CALIFORNIA EDISON

POWER BULLETIN

VOL. 9 No. 1 January 2009

SCE Provides Update on 2009 Rate Changes

To help you plan for the coming year, we want to keep you informed about updates to Southern California Edison's (SCE) 2009 rate change forecasts.

Last month, we forecasted a system-wide rate increase of approximately 12% on average for bundled service customers. Recently, a regulatory change occurred that enabled us to reduce the amount of the projected rate increase. As of Jan. 1, 2009, SCE estimates it will increase rates approximately 1¢ per kilowatt-hour (kWh), or 7% on average, on March 1, 2009.

This rate increase is estimated based on SCE's latest forecasts and is subject to change due to California Public Utilities Commission and Federal Energy Regulatory Commission proceedings currently before those Commissions. We are sharing this preliminary information with you now to provide an idea of what's ahead and help you plan for future energy cost

management. However, we fully expect that the actual rates approved by the Commission will differ from these forecasted rates.

Although the increase is necessary to maintain reliability while building a smarter, cleaner, more efficient grid for the future, we recognize that any increase can put a strain on your business. There are specific steps your company can take to minimize the impact of these upcoming changes, and your account manager is available to advise you about a variety of programs, options and personalized tips that can help lower your bill.

SCE's relationship with our customers is a partnership in progress – based on trust, built over time and grounded in mutual respect. Much like the way you manage your business, we are also working toward cutting costs and increasing efficiencies, and remain committed to finding new ways to save energy, money and the environment.

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Mark Your Calendars for the World Ag Expo and Visit SCE's Energy Center - AGTAC in Tulare

SCE will showcase a variety of energy-efficient programs and services at the upcoming World Ag Expo – the world's largest agricultural exposition, taking place Feb. 10-12, 2009 in Tulare, Calif.

Make sure to stop by SCE's two booth areas – 6138, 6139 and 6140 in the Dairy Center, and 1134 and 1234 in Pavilion A. The SCE Dairy Center exhibits will highlight energy-saving opportunities for agricultural and industrial customers, including free pump tests. The SCE Pavilion A booths will include information on SCE's extensive program offerings available for all customers to improve their bottom line.

If you're at the World Ag Expo, also visit SCE's Energy Center, the Agricultural Technology Application Center (AGTAC), located directly across the street from the expo. This 24,200-square-foot, state-of-the-art facility showcases technologies through interactive exhibits to help customers save energy and money.

During the World Ag Expo, AGTAC will offer free seminars on "Pump Energy Efficiency and Water Source Protection" and "Improving Energy Efficiency in Drip Irrigation."

At AGTAC, you'll also find displays on indoor and outdoor lighting, programmable logic controllers (PLCs), and HVAC and air compressor systems. In the Outdoor Demonstration Grounds you'll see pumping exhibits featuring SCADA (Supervisory Control and Data Acquisition) systems, variable frequency drives, controls and a new interactive display on SCE's Agricultural and Pumping Interruptible Program.

Plus, check out the Ground Source Heat Pump display, used to cool one of AGTAC's buildings, and two new photovoltaic exhibits that measure the amount of surplus power the photovoltaic arrays deliver to the grid.

AGTAC classes and tours are free. For more information, call 1.800.772.4822 or visit www.sce.com/energycenters. Details on the World Ag Expo are available at www.worldagexpo.com.

CORRECTION: Express Efficiency Program Update

Due to recent changes in program requirements for the Express Efficiency Program, SCE will **NOT** require or accept reservations for Express Efficiency projects, as was previously mentioned. Instead, customers are only required to submit a completed application for an Express Efficiency project once installation has been completed. Completed applications will be funded on a first-approved, first-paid basis. The reservation system will be implemented at the end of the 2009-2011 cycle if needed. SCE sincerely apologizes for any inconvenience caused by this error. For more details, contact your account representative or visit www.sce.com/express.

COMMERCIAL SEGMENT FOCUS

Howard Johnson Achieves a Comfortable Win-Win With Energy Management

Howard Johnson Express Inn & Suites in Huntington Beach serves "Surf City USA," one of the biggest leisure and business destinations in the country, with major industries, theme parks and the Pacific Ocean all at hand. Owners Kiran and Saroj Patel face the challenge of offering the best hospitality value for the best price in a very competitive market.

In eight-plus years of operation, the Patels have successfully achieved high occupancy in their 65-unit establishment by constantly improving their service level, marketing efforts and in-room guest amenities, all while lowering their costs for electricity.

Many hotel owners might think that increasing energy rates would require them to raise room rates, but the Patels have actually lowered their electricity bills while keeping their rates competitive and making their guests more comfortable. Some good ideas from SCE helped these owners achieve dramatic electricity savings.

Small Solutions, Big Savings

"We took over our hotel in June of 2000," Kiran Patel said.

"Our electricity bill in July that year was high, but like most owners of hotels this size, we had no special expertise in energy management. Luckily, my professional association hosted a 'town hall' meeting with a representative from Southern California Edison, and in just a couple of hours we learned how measures such as switching to energy-efficient lighting and better climate control could help us cut costs."

He added, "The solutions were easy for us to implement, and rebates were available for compact fluorescent lights and programmable thermostats, so the savings started almost immediately. Our next month's electricity bill was down almost 50%. The equipment paid for itself in 18 months."

"Managing a hotel is a full-time occupation," said Saroj Patel. "There's a lot of useful information we might never get unless it's presented to us in a way we can grasp immediately. When we learned how simple the steps could be, we acted, and we saw the benefits right away."

She continued, "In fact, since we started using the recommendations and rebate programs we get from SCE, we've added irons, coffee makers, refrigerators and hair dryers in our rooms, and our electricity costs are still lower than what we used to pay. Any hotel owner who assumes you have to spend more on energy to make your guests more comfortable is simply incorrect. You can save money and improve service simultaneously."

Energy Management: A Way of Doing Business

The Patels have become attentive buyers of energy-efficient products for their hotel. "Televisions, microwaves, light bulbs, refrigerators...we look for the ENERGY STAR logo on new items, because the savings always add up for us," Kiran Patel explained. "Once you start paying attention to energy management, it becomes a way of doing business, and it can have an enormous effect."

Saroj Patel agreed. "Really, our only hesitation in getting started was in getting over the skepticism we felt when we heard SCE's message," she said. "It seems a little counterintuitive – here's a company trying to get people to use less of their product, and you feel like you need to ask, what's the catch?"

"Are there going to be charges on the back end? Are there hidden costs? But it's true – they do want to help us spend less money on electricity. We've attended free energy management classes at SCE's Customer Technology Application Center Energy Center; we've had SCE at several of our professional association meetings; and our SCE account manager, Larry Sutton, is a friend whose ideas we're eager to hear. When you manage energy wisely, it doesn't take long to see the results."

And now, because of the Patels' familiarity with SCE's energy efficiency programs, and because they have been participating over the past several years, they go online, download the Express Efficiency Program application, complete it and mail it in due to the program's simplicity.

To learn more about all of SCE's energy management programs and services, visit www.sce.com. For information on Energy Center classes, log onto www.sce.com/energycenters.



Howard Johnson Express Inn & Suites in Huntington Beach, owned by Kiran and Saroj Patel, saved nearly 50% on electricity costs using SCE's Express Efficiency Program for rebates on energy-efficient lighting.



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