



SOUTHERN CALIFORNIA
EDISON[®]

6040 N. Irwindale Ave., Bldg. A
Irwindale, CA 91702

An EDISON INTERNATIONAL[®] Company



Contact your account representative for additional information and assistance.

QUICK LINKS TO FIND ENERGY INFO

SCE Home Page

– www.sce.com

Energy-Related Learning

– www.sce.com/ctac
– www.sce.com/agtac

Statewide Transmission System Status

– www.caiso.com

Utility Regulation

– www.cpuc.ca.gov
– www.energy.ca.gov



IN THIS ISSUE ...

- » SCE Provides Update on 2009 Rate Changes
- » Mark Your Calendars for the World Ag Expo and Visit SCE's Energy Center - AGTAC in Tulare
- » CORRECTION: Express Efficiency Program Update
- » SCE Program Helps Los Angeles Die Casting Get an Energy Management Advantage

SOUTHERN CALIFORNIA EDISON

POWER BULLETIN

VOL. 9 No. 1 January 2009

INDUSTRIAL SEGMENT EDITION

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.

CONTINUED ON BACK

CONTINUED FROM FRONT

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.

INDUSTRIAL SEGMENT FOCUS

SCE Program Helps Los Angeles Die Casting Get an Energy Management Advantage

It started with some challenging news: an SCE representative attended a local chapter meeting of NADCA, the North American Die Casters Association, to tell the members about impending rate hikes. For an industry facing global competition and increasing materials costs, rising electricity expenses can be a matter of survival. For Los Angeles Die Casting General Manager Mel Hand and Plant Manager August Ambrozic, the news opened the door to a significant improvement.

"We've been in business since 1930 because we're always looking for better ways of working," said Hand, a second-generation professional with 35-plus years in the field. "When we heard electricity rates were rising, we saw two possibilities: throw in the towel or look for a solution. SCE got us moving with an honest forecast of the tough outlook, but had good news that made the solution possible: the Technical Assistance and Technology Incentives Program" (TA&TI).

TA&TI: A Savings Leap Forward

SCE's TA&TI provides business customers (that have interval meters and registered demands of 200 kilowatts (kW) or greater) with demand response site assessments and financial incentives for the installation of qualifying technologies that reduce electricity usage during high-demand periods. TA&TI can give customers increased flexibility to participate in other SCE demand response programs that provide additional energy-saving incentives.



Los Angeles Die Casting Plant Manager August Ambrozic said, "The challenge was to use less energy while keeping our standards high. SCE's TA&TI (Technical Assistance and Technology Incentives) Program opened a window of possibility."

Die casting is a highly energy-intensive process, with electric furnaces melting 800 pounds of aluminum at a time. L.A. Die Casting serves diverse industries from aerospace, to lawn and garden, to telecommunications. With over 200 customers around the world and ISO 9001:2000 standards to uphold, L.A. Die Casting runs two production shifts, five days a week, and compromising quality isn't an option.

"The challenge," Ambrozic said, "was to use less energy while keeping our standards high. SCE's TA&TI Program opened a window of possibility. A third-party vendor's computerized energy management system (EMS) was the practical tool we needed to make dramatic improvements to our energy management."

The vendor visited L.A. Die Casting and demonstrated the technology. The company and its SCE representative, previously Rod Vickers and now Michael McPhee, collaborated in using TA&TI to get a \$12,500 incentive to cover a portion of the cost of the acquisition.

"SCE stuck with us, facilitated the paperwork and worked hand-in-hand with the vendor," Hand said. "It was good three-company teamwork that gave us savings up front, and since we installed the new system, we've seen a fairly large reduction of our electricity costs over the summer peak-usage months. We used to use manual reporting to get an overview of our energy consumption. Now we get daily reporting, updated every 15 minutes, so we are much more aware of where and how we're spending the energy money. We can look at our usage yearly, monthly and weekly; we're able to monitor our operations by the hour and make money-saving adjustments fast."

Using the EMS to monitor operations, Ambrozic said, not only allows L.A. Die Casting to drop about 50 kW of load during a demand response event, but also enables the company to save "all the time" by better controlling electricity use of equipment like hot oil machines and electric furnaces. Plus, the system shows exactly what machines turn on and off at what times, helping to maximize production effectiveness.

Energy Management for Competitiveness

What really starts the process is a belief that better ways are possible. "Too many companies face energy management with the mindset that it can't be done, but we know that you can conserve electricity, expand and improve, and serve more customers all at once," Hand noted.

"Energy has everybody's attention right now," Ambrozic continued, adding that L.A. Die Casting recently took another energy-saving step forward by replacing its lighting with more efficient fixtures. "We have to look at every facet of our costs as a competitive opportunity. This is a global economy, and if we want to stay in business, we can't just do things the way we always did them. Everything's on the table. This is our business. We're committed to this, to our history, to our employees, and we're making it work."

For more information on the TA&TI and all of SCE's energy management programs, visit www.sce.com/b-rs/large-business/.



SOUTHERN CALIFORNIA
EDISON

An EDISON INTERNATIONAL® Company