



Voices

THE RIGHT ANSWER WINS

Through March 10, all customers with the right answer to this month's question will be entered into a drawing for a chance to win an energy-saving kit.

Q: Where should you safely use portable standby generators?

Choose from two ways to enter: log on to pacificpower.net/rightanswer or mail to:

Right Answer
Pacific Power
825 NE Multnomah, Suite 800
Portland, OR 97232

Winners will be notified by mail. Limit one entry per household.

AT YOUR SERVICE



Meet Jack Lanehome

Customer service representative Jack Lanehome is trained to answer all kinds of customer questions – whether about a higher than normal bill, saving energy or a power outage.

“We’re the face of the company and it’s our job to provide the answers customers need,” he said.

Customer service representatives such as Lanehome receive hours of training each year to effectively serve Pacific Power customers.

“Customers are looking for answers and they appreciate it when they receive them,” he said. “And it’s personally rewarding to me to be able to provide them.”

Save with Home Energy Savings

The savings with Pacific Power’s Home Energy Savings program are twice as nice. First, purchase an energy-efficient appliance and you could qualify for a cash back incentive. Then save again as your new, more efficient appliance uses less energy each month.

Our Home Energy Savings program offers a number of cash incentives on the purchase of qualifying appliances, such as dishwashers, clothes washers, refrigerators and central air conditioning systems.

We also offer cash incentives on home improvements such as insulation, energy-efficient windows or tuning up existing



central air conditioners and heat pumps.

When shopping for new appliances or to make your home more energy efficient, first visit our Web site at pacificpower.net/hes and see how our Home Energy Savings program can help. Or call us toll free at 1-800-942-0266.

Electricity remains a good value

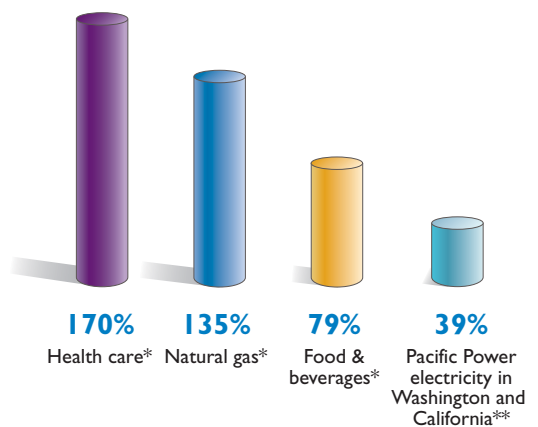
From a loaf of bread to a gallon of gas, everything costs more these days. It simply costs more to produce and transport the products and services we need.

Yet electricity from Pacific Power remains a good value. Compared to other products and services, our prices have increased less over the years. In fact, our electric rates are among the lowest in the nation. We will continue to work to keep them that way, by controlling costs and operating efficiently.

We also are committed to investing in our electrical delivery system to meet the growing demand for electricity. When necessary, we will work with regulatory agencies to request a rate increase to cover rising expenses required to continue delivering safe and reliable electric service to our customers.

Electricity price change compared to other consumer goods 1987-2007

Nominal (current) dollars



*Source: U.S. Department of Labor, Bureau of Labor Statistics
**Based on current rates

Rest assured, we will continue to manage our resources wisely. We also are here to help you control your energy use. If you have questions on how to save energy, we’ve got the answers. Visit our Web site at pacificpower.net/save, or call us toll free at 1-888-221-7070.

BRIGHT IDEAS

Smart power strips

Many electronics continue to use electricity even when turned off in order to power internal features. Cut this energy drain by plugging your electronics into a "smart" power strip. These power strips sense when electronics such as televisions, computer monitors and printers are idle and automatically cut the power to them.

Smart power strips can be purchased online or at local electronics stores.

Visit our Web site at pacificpower.net/save for more tips on saving energy in your home.

SAFETY MATTERS

Generator safety

Portable standby generators come in handy during a power outage. But, please follow these safety tips when using them.

- Never plug a generator into an electrical outlet as it could feed electricity back into Pacific Power lines, endangering the safety of our crews working to restore power.
- Only use generators to run individual appliances, using a UL-approved extension cord.
- Use generators only in well ventilated areas and away from windows, doors or where deadly exhaust fumes could enter the house.

Visit our Web site, pacificpower.net/safety, for more tips on using electricity safely.

Home grown electricity **takes root**

Some Pacific Power customers have installed their own small renewable generating systems, such as a wind or solar photovoltaic system, to meet all or part of their electricity needs.

These systems are monitored through our net metering program, which measures the difference between the amount of electricity consumed and the surplus amount sent to Pacific Power.

A net meter allows you to use electricity you generate first. Any excess goes through the meter and into our system.

Investing in a small generation system may require a large upfront expense and future maintenance commitment. Another way to support wind energy and help develop community-based, small-scale renewable energy projects is to enroll in our Blue SkySM



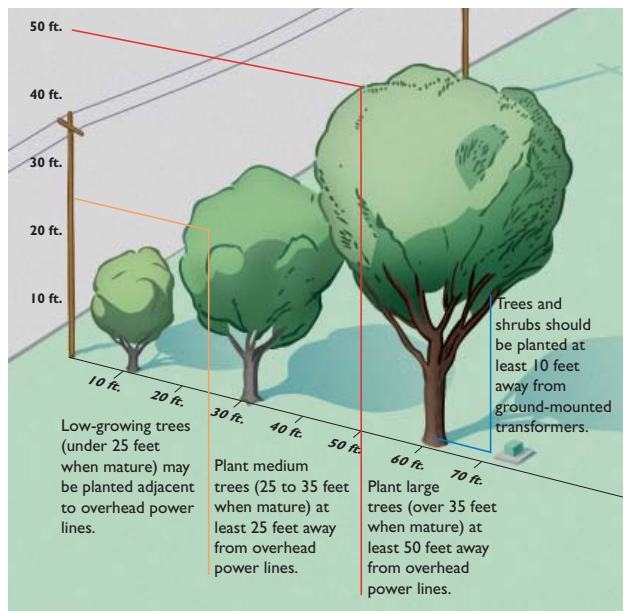
program. For as little as an additional \$1.95 a month you can buy renewable energy credits equal to one block of 100 kilowatt-hours of electricity. Buy as many blocks as you want. To learn more visit pacificpower.net/bluesky or call us toll free at 1-800-769-3717.

If you're considering buying a small generating system, first visit our Web site at pacificpower.net/netmetering to download our net metering brochure. Or request a copy by calling us toll free at 1-888-221-7070.

Plant the **right tree** in the right place

Thinking of adding a little shade to your yard this spring? Please consider nearby power lines when selecting your new tree. Trees growing too close to power lines are the most common cause of power outages.

For help in choosing the right tree, download or order our free booklet, *Small Trees for Small Places*, from our Web site at pacificpower.net/trees. Or call us toll free at 1-888-221-7070.



Please remember to avoid pruning trees with power lines nearby. Call us first for help.

Customers who are facing financial difficulties, and may not be able to pay their energy bills, are encouraged to contact Pacific Power. We have a variety of options to help those struggling with their electric bills. Call us toll free at 1-888-221-7070.

To reach us, call toll free: 1-888-221-7070, 24 hours a day, 7 days a week. To report an outage, call toll free: 1-877-548-3768 (1-877-LITESOUT).

Para un representante que habla español: 1-888-225-2611. Su llamada será gratuita.

On the Web: www.pacificpower.net

