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PRESS RELEASE

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FOR IMMEDIATE RELEASE

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REU GOING DOOR-TO-DOOR TO ASSIST CUSTOMERS LOWER THEIR UTILITY BILLS!

Redding Electric Utility (REU) will launch a customer outreach program November 13th-14th in the Canby Road, Pioneer Drive, Alta Mesa, and north Redding neighborhoods. Employees will personally visit Redding's older, high-energy consuming neighborhoods and offer energy saving products and conservation tips to assist in reducing energy bills.

Redding Electric Utility (REU) employees will begin visiting Redding neighborhoods later this week to provide our customers with energy “sipping” products, conservation tips and valuable information to assist with energy efficiency and lowering utility bills. During the first phase of REU’s door-to-door customer connection, we will be visiting customers in the Canby Road area, Pioneer Drive area, Alta Mesa, and north Redding neighborhoods. REU’s Energy Services staff, the group spearheading this project, hopes the door-to-door customer connection opportunity (currently a pilot project) will result in similar customer outreach efforts in the future. If well received, REU will accomplish more “door-to-door neighborhood connections” during the coming months and into 2009. “Our first door-to-door efforts will be concentrated in older areas of town where homes consume more energy than newer homes. Our goal will be to help these customers save energy, save money and improve their comfort levels during the winter months”, commented Patrick Keener, Energy Services Manger.

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REU Door-to-Door Customer Connection

With the cold winter months approaching, REU plans to provide these targeted customers with Compact Fluorescent Lights (CFLs), weather stripping, caulking, and electric outlet and light switch insulators that combined, can really make a difference on their utility bills. The Energy Services Division will also provide customers with energy saving tips and Utility rebate information.

Helping our customers decrease their electricity consumption will also help our community reduce local greenhouse gas emissions, and lower monthly utility bills. Most importantly is helping our customers economically stay warm and comfortable through the winter season. According to Pat, "We are very cognizant that the national economy is impacting Americans from all walks of life, especially those on lower/fixed incomes." REU believes, as Redding's community-owned electric utility, customer connection opportunities such as this will help the utility learn more about our customers' needs and assist REU with future REU energy-efficiency program development.

REU's door-to-door customer connection program will be ongoing for the next several months in an effort to reach as many REU customers as possible. Watch for the REU trucks and crews as we visit numerous Redding neighborhoods!

Redding Electric Utility - "**Smart Service . . . Bright Ideas!**"

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