

Selectricity

Volume 1 • April 2006

A newsletter for **GoodCents Select** participants

GoodCents[®]

SELECT

Welcome to Selectricity

Being part of GoodCents *Select* means selecting to be part of something that not only helps you and your wallet, but helps the environment as well. At Gulf Power we appreciate your commitment to GoodCents *Select* and want to welcome you to Selectricity, the newsletter for customers of GoodCents *Select*.

Each edition of Selectricity is designed to provide you with helpful information and help you get the most out of your *Select* experience.

Each edition, we will try to give you information that will help you operate your system as efficiently as possible and allow you to maximize your savings.

Enjoy this issue and feel free to let us know what you think about it. If there is a topic you want to know more about, let us know and we'll include it in the next edition.

Break out the sunscreen, it's Summer time!

May 1 is the start of the summer season for GoodCents *Select*. To maximize your comfort and savings, review your time of day and price response settings for possible changes to reflect the summer price periods. Weekend price periods remain the same year-round.

To program your summer settings, we recommend you review the customer manual beforehand. Water heaters and pool pumps should also be reprogrammed and accompanying price responses set according to the summer price periods.

Pool owners should review the customer manual for information on the summer operation of pool pumps.

Need a new customer manual?

Call us at
1-877-655-4001 to
request one.

*See Summer
Price Periods
Inside*

Gulf Power Company Mission Statement

Our mission is simple: to safely deliver affordable, reliable and environmentally responsible energy to very satisfied customers in strong communities.



Who used all the hot water?

Thanks to GoodCents *Select*, you don't have to ask that question anymore. But don't you want to take advantage of the **Low** and **Medium** prices without having to re-program your water heater each season?

Since power is automatically available to the water heater during the **Low** price period, the tank will be full of hot water each morning. The **Medium** price is in effect year-round on the weekdays from 10 a.m. to 1 p.m. If you program your water heater to have power available to it ("On") for about an hour and a half during this time, you won't have to re-program it from season to season. To operate this schedule most effectively, the Price Response should be programmed to "On" during **Medium** and "Off" during the **High** and **Critical** price periods.

Going into the **High** price period, the tank will be full of hot water, which should last in the summer through the **High** period and well into the evening. This program will work year-round and most customers shouldn't have to re-program on May 1 and Nov. 1.

You can always turn your water heater "On" temporarily for one hour simply by pushing the "Water" button, regardless of your programmed settings.



Comverge named one of Top Ten Eco-Friendly Companies

Comverge, Inc., Gulf Power's GoodCents *Select* equipment and service contractor, was named one of Newsweek Magazine's top ten eco-friendly companies in North America.

Featured in Newsweek in its Nov. 21, 2005 issue, and on its Web site at <http://www.msnbc.msn.com/id/10020271/site/newsweek/page/10/>, Comverge is showcased as providing the leading technology used by electric utilities to manage peak periods of energy use through demand and price response solutions that also promote conservation by customers.

Robert Chiste, Chairman and CEO of Comverge stated, "Comverge is pleased to be recognized by Newsweek for its innovative Eco-Friendly solutions. A special recognition goes to our outstanding customer, Gulf Power, who has demonstrated the leadership role in price responsive systems in the United States.

"As a leader in the demand response market for electric utilities, Comverge is always pleased to be recognized for its technology; and will always work to provide maximum value to our shareholders, customers, and employees through our commitment to our three core competencies of quality, customer intimacy, and innovation, highlighted by the products and relationships showcased in this article."

You can learn more about Comverge, Inc. online at www.comverge.com

Don't drop that landline

In order for the GoodCents *Select* equipment to work properly, you must maintain landline telephone service.

Cellular, wireless and Voice over Internet Protocol (VoIP) phone services are currently not compatible with the *Select* equipment.

Energy usage in total and by price period is communicated via the phone line from the gateway to the main computer at Gulf Power, where the bill is generated.

If the gateway is unable to communicate with Gulf Power, your electricity bill will be estimated.



Summer Price Periods

May - October

	<i>Weekdays</i>	<i>Weekends & Holidays</i> (Memorial Day, Independence Day, Labor Day)
Low	11 p.m. - 6 a.m.	Low 11 p.m. - 6 a.m.
Medium	6 a.m. - 1 p.m. 6 p.m. - 11 p.m.	Medium 6 a.m. - 11 p.m.
High	1 p.m. - 6 p.m.	High None

We want to hear from you



Questions about programming or the GoodCents *Select* program in general? Our Customer Service Representatives are available 24-7 and will be happy to assist you.

Pam, at our Customer Service Center, is part of a dedicated group of customer service representatives who talk with GoodCents *Select* customers every day. She is one of many, highly trained employees who can answer your questions. Give us a call anytime.

Call us at 1-877-655-4001

Programming Tips

Turn on the air conditioner... turn on the heat ... no wait, turn everything off. It's called shoulder season – the time of year you may find yourself using your cooling and heating, or nothing at all, in the same 24-hour period.

If you think your air conditioner should be on but it's not, check to see if COOL is displayed on the screen. If it isn't, press the Heat/Cool button until you see COOL on the screen. If you don't see COOL or HEAT, the system is Off.

When the shoulder season ends and the days get hotter, you can pre-cool your home in the **Medium** price period leading into the **High** period on weekdays to maximize your comfort and savings. For example, if you are at home between 1 p.m. and 6 p.m. on a weekday and want to maintain a comfortable temperature throughout that time period, set your air conditioner to a few degrees cooler in the hour or two before the **High** period begins. You'll save money by minimizing air conditioning use in the **High** period and maintain your comfort level.

The Value of GoodCents Select

What you get as a *Select* customer that others are missing out on....

- **Free Surge Protection** – only with GoodCents *Select* do you get free meter-based surge protection. Customers not on *Select* pay \$41.40 per year for it.
- **Free Outage Notification** - only available to *Select* customers, a value of \$42.00 per year.
- **Energy Conservation** – With *Select*, you not only can save money on the energy you use, but you can also reduce the total amount of energy you use – that's energy conserved. And you don't pay for what you don't use.
- **Environmental Impact** – Because *Select* is an energy conservation program, it has both short and long-term positive effects on the environment. Since customers on *Select* have an opportunity to immediately lower their overall energy consumption, in addition to paying less for the energy they do use, it's approved by the Florida Public Service Commission as a program designed to conserve energy and benefit all customers. Also, since *Select* is designed to lower peak demand and defer the need for building additional generating facilities, in the long term, it's an environmentally friendly program.



GoodCents®
SELECT

The price you pay for electricity is lower than the standard residential rate 87 percent of the time.