

# News



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## **Southern Company endorses national energy efficiency plan**

**ATLANTA** – Southern Company today endorsed the Environmental Protection Agency’s National Energy Efficiency Action Plan, further demonstrating its support for energy conservation. EPA unveiled the plan yesterday during the National Association of Regulators and Utility Commissioners (NARUC) Summer Meeting in San Francisco.

The EPA plan outlines a number of recommendations aimed at addressing the challenges of high energy prices, energy security and independence, air pollution and global climate change through electric and natural gas energy efficiency. More than 50 leading energy organizations have pledged their support of and commitment to the recommendations in the plan.

Southern Company invested more than \$37 million in 2005 to promote energy efficiency. This, coupled with a host of energy efficiency programs offered to customers, is eliminating the need for Southern Company to build an additional 2,000 megawatts of new generating capacity.

“Southern Company believes that cost-effective energy efficiency is an important resource in meeting our region’s energy needs, so it’s important that we are a part of the dialogue surrounding a national plan to address energy efficiency,” said Leonard Haynes, executive vice president for supply technology, renewables and demand side planning for Southern Company.

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“We routinely evaluate the cost-effectiveness of energy efficiency investments as an alternative to investing in additional generation,” said Haynes. “Energy efficiency programs in place across our service territory save customers money, reduce overall energy consumption and help protect the environment.”

Among Southern Company’s energy efficiency programs is a real-time pricing program, one of the largest in the country, which offers business customers hourly prices to help them reduce overall energy consumption. The program delivers hourly prices to more than 2,000 large business customers, and is reducing the need for more than 400 megawatts of new generation.

In addition, Southern Company subsidiary Gulf Power offers its residential customers an innovative program called Good Cents *Select* which enables customers to respond to peak load pricing through a “smart” thermostat provided as part of the program.

With 4.3 million customers and more than 40,000 megawatts of generating capacity, Atlanta-based Southern Company (NYSE: SO) is the premier energy company serving the Southeast, one of America’s fastest-growing regions. A leading U.S. producer of electricity, Southern Company owns electric utilities in four states and a growing competitive generation company, as well as fiber optics and wireless communications. Southern Company brands are known for excellent customer service, high reliability and retail electric prices that are significantly below the national average. Southern Company has received the highest ranking in customer satisfaction among U.S. electric service providers for seven consecutive years by the American Customer Satisfaction Index (ACSI). Visit our Web site at [www.southerncompany.com](http://www.southerncompany.com).

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