



Touchstone Energy Cooperatives

**Electric cooperatives:
created by customers**

With the help of Franklin D. Roosevelt, who established the Rural Electrification Administration in 1935, friends and neighbors banded together to create a new kind of electric utility, where the voice of every person made a difference.

Electric cooperatives brought electric power to the countryside when no one else would.

Today, America's electric cooperatives continue to answer that call. With the same focus on customer needs, today's electric cooperatives provide much more than competitively priced, reliable energy. They are committed to improving the quality of life in their communities and for the member-owners who live there.

**Contact Touchstone Energy for more
information about electric cooperatives
across the country - and in your area.**

Touchstone Energy Cooperatives

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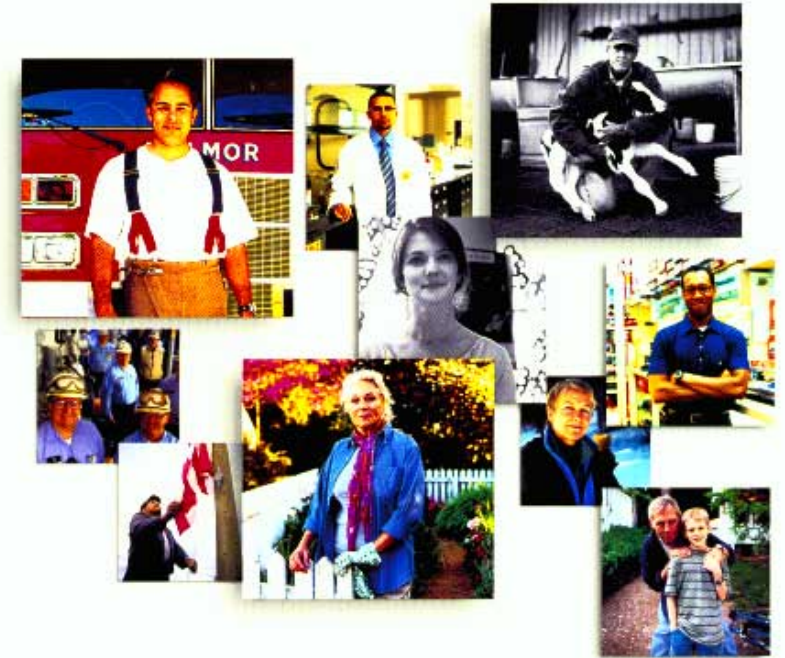
Touchstone Energy®

Cooperatives

The power of human connections

The cooperative difference.

The cooperative difference.



America's Touchstone Energy Cooperatives



**Touchstone Energy®
Cooperatives**

The power of human connections



Touchstone Energy Cooperatives

Four values are the foundation of every Touchstone Energy co-op's service to its members.

**It's how Touchstone Energy cooperatives put their slogan—
“the power of human connections”— into action and
earn the trust of millions of people, every day.**

What is an electric co-op?

Three key phrases describe electric cooperatives:

Locally owned and operated.

Electric cooperatives are owned by their members and focus on their member needs and local priorities. They are an integral part of the communities they serve.

Consumers first.

The cooperative business model guarantees every customer a voice in business decisions. Members know they can trust their cooperative, because it was created not to make profits, but simply to deliver electricity. Co-ops offer stability, reliability and better value.

Responsive to local needs.

Though many large utility companies are closing local offices, electric cooperatives are located in the communities they serve, making them easily accessible and responsive to members' needs. They work hard to achieve a better quality of life for consumer-owners.

Touchstone Energy: Building on co-op strengths

Teamwork built today's electric co-ops.

Touchstone Energy - the national brand of electric cooperatives provides the resources of a national network that helps cooperatives take advantage of economies of scale and enhance their unique relationships with their local member-owners.

More than 550 Touchstone Energy cooperatives in 39 states deliver energy and energy solutions to more than 16 million customers every day. Touchstone Energy communicates the distinctiveness of co-ops to business and residential customers, large and small, all across the country.

Innovation

Touchstone Energy cooperatives offer new solutions and state-of-the-art technology to meet customers' needs.

- Online energy audits, the Touchstone Energy Home Program and other energy information programs help residential and business consumers save money.
- Touchstone Energy helps cooperatives and business customers get leading-edge information and forge stronger working relationships through conferences, publications and advisory councils.

Accountability

Since consumers own co-ops, together, they chart the course for the business.

- Every member has an equal voice in running the enterprise. Unlike an investor-owned utility, in which the investor with the most shares has the most clout, co-op business is conducted through a locally elected board of directors and an annual meeting where policy is proposed and voted on by members, each having one vote.
- Electric cooperatives are small enough to listen and close enough to notice the needs of a single customer.
- Each co-op employee is committed to meeting higher standards of customer satisfaction. Touchstone Energy's ongoing training helps them achieve that goal.

Integrity

The co-op business model always puts customers first.

Not-for-profit electric cooperatives deliver energy to their members at the cost of service. In contrast, investor-owned utilities typically distribute their profits to investors across the nation or even the world - not necessarily to those they serve.

Commitment to Community

Electric cooperatives put time, money and expertise to work building the local economy and strengthening relationships with consumer-owners. Across the nation, Touchstone Energy cooperatives improve their customers' quality of life by:

- Taking a leadership role and investing in community and economic development projects.
- Educating students about safety and the environment.
- Generously donating time and energy for charities, volunteering in state parks and more.

