

NOLIN RECC MUST PASS ALONG RATE INCREASE FROM POWER PROVIDER

EKPC rate increase expected to add about \$4.50 to monthly residential bill

By now, most Nolin RECC members know the Kentucky Public Service Commission (PSC) granted a rate increase to our wholesale power provider, East Kentucky Power Cooperative (EKPC). The rate increase went into effect January 14, 2011.

Nolin and EKPC are both not-for-profit, member-owned cooperatives based in Kentucky. The rates of both cooperatives are regulated by the PSC, a government agency that oversees utilities in Kentucky. The PSC decision to approve the rate adjustment will increase EKPC's annual revenue by \$43 million.

EKPC President and CEO, Tony Campbell, says the generation and transmission cooperative was forced to seek the rate increase in order to strengthen its financial condition and continue building equity, which is vital in the capital-intensive electric utility industry.

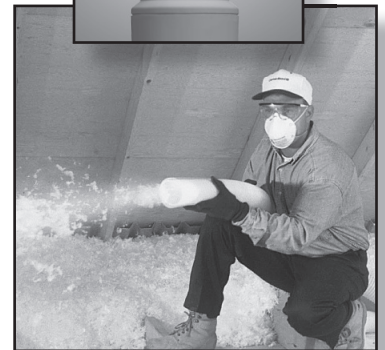
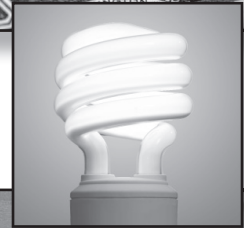
Nolin purchases its electricity from EKPC, and as a not-for-profit distribution cooperative, Nolin RECC must pass along this rate increase to its members. The rate adjustment will add about \$4.50 to the average residential monthly bill.

For many months, Nolin has been urging members to improve energy efficiency in their homes as a way to combat this rate increase. We offer a number of programs to help members manage their power usage and their monthly bill.

Please don't hesitate to call the Nolin RECC office at 270-765-6153 to take advantage of a free home energy audit or visit our web site at www.nolinrecc.com.

NOLINRECC.COM and TOGETHERWESAVE.COM

An easy way to save energy is to replace your standard light bulbs with compact fluorescent light (CFL) bulbs. CFL's are extremely energy efficient and they last up to 6 times longer than incandescent light bulbs. A CFL that uses only 19 watts provides the same light as a standard 75-watt bulb – that's a 75% savings!



Mickey Miller
President & CEO

OVER



NOLIN
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NOLIN RECC'S 2010 HOME ENERGY MAKEOVER WINNERS

NOLIN RECC's HOME ENERGY MAKEOVER

After completing two tours in Iraq and one in Afghanistan, Sergeant First Class Pablo Michel didn't think anything could catch him off guard, but he says winning the Nolin RECC Home Energy Makeover contest was a complete shock to him. "I didn't believe what I heard – I thought it was a prank call," says SFC Michel after receiving a phone call from Nolin informing him that he was a recipient of \$1,200. Contest rules required the money be spent on home energy improvements or ENERGY STAR appliances.

SFC Michel selected a GE 25 Cu. Ft. refrigerator for his Elizabethtown home. "Since my enlistment in the U.S. Army, I have lived in North Carolina, Georgia, and now Kentucky," says SFC Michel. "This is the first time I have ever been a member of a co-op and I must say I have never seen anything like this. Our service from Nolin has always been good – we are always treated well. I just want to say 'Thank You' to Nolin."

Sharon Pinkham was the other lucky Nolin member to win in the Home Energy Makeover contest. She opted to purchase a new water heater and add insulation in her attic. Unlike SFC Michel, Sharon has been a member of Nolin RECC as far back as she can remember.

Pinkham's home was built in 1996 and was in need of extra insulation in the attic. In addition, she was due for a new water heater. Sharon Pinkham and SFC Michel do have one thing in common – she also thought news of winning the contest was coming from a prank caller.

It's hard to believe, but the Nolin RECC Home Energy Makeover contest is real and it was a terrific success with over 1,500 co-op members competing to win one of two home energy makeovers valued at \$1,200 each. The contest was introduced to all Nolin RECC members last fall in celebration of National Cooperative Month recognized annually in October.

Please watch for details in the coming months announcing the 2011 Home Energy Makeover contest. It may be your year to win!

Sincerely,



Michael L. "Mickey" Miller
President and CEO



**Sergeant First Class
Pablo Michel**



Sharon Pinkham

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