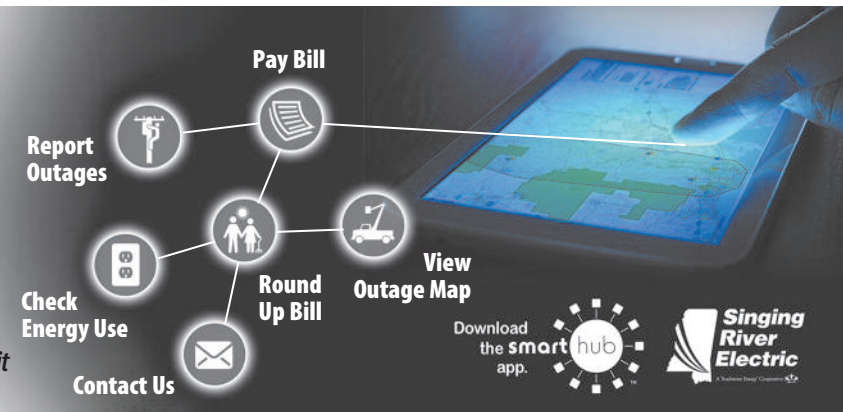




Singing River Electric is an equal opportunity employer and provider.

Mike Smith, General Manager & CEO
Lorri Freeman, APR,
Manager of Public Relations
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Public Relations Specialist

For more information, call
601-947-4211/228-497-1313 x 2251 or visit
our website at www.singingriver.com



CEO's Message



Mike Smith
General Manager and CEO
Singing River Electric

Living the Sixth Principle: Cooperation Among Cooperatives

Electric and other cooperatives assisted Dixie Electric in restoring electric service following the devastating tornadoes that hit the Petal area.

Writing this column, I am reflecting on how we had crews assist Southern Pine Electric in Collins over Father's Day weekend and have today already received requests for help from Louisiana co-ops, as we monitor Tropical Storm Cindy's progress in the Gulf of Mexico. Singing River Electric has activated our emergency plan, and crews are ready to restore any service interruptions on our own system due to the tropical storm before assisting in other areas.

Situations like this truly exemplify

the sixth principle. Cooperation among the network of electric cooperatives in this country provides Singing River Electric quick access to thousands of line personnel following a disaster, and it also allows us to help our neighbors if the disaster affects them.

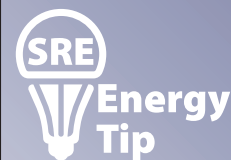
We have a plan and are prepared for severe weather this hurricane season – are you? Do you have a storm plan?

Does each family member know your evacuation and preparedness plans and where to meet in the event of a natural disaster? Take time now to build a storm kit, finalize plans and ensure all family members are briefed on the plan. For more storm prep information, visit www.singingriver.com.

Why does a water heater's Energy Factor matter?



Nick DeAngelo, CEM
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If you are in the market for a water heater, there are a few factors you should consider. The three biggest are: size/recovery, fuel type and efficiency.

Today, we will discuss the Energy Factor (EF) rating, which measures the efficiency of a water heater. Factor ratings typically fall between .8 and 2.0. Solar water heaters with electric backup installations will have considerably higher factor ratings.

In order to fully appreciate the Energy Factor rating, it is important to know how it relates to your electric bill. As a member of Singing River Electric, you pay \$.094/kWh on a residential account. Combine SRE's kilowatt cost per hour, the Energy Factor of your prospective new water heater, and this formula from the Department of Energy to determine the annual cost of a new water heater:

$365 \text{ days/year} \times 12.03 \text{ kWh/day} \div \text{EF} \times \text{Fuel Cost (\$/kWh)}$

For example, if a standard electric water heater's Energy Factor is .92, the annual operating cost is \$448.64. For a heat pump water heater with an Energy Factor of 2.0, the operating cost is \$206.37, less than half the cost of the electric unit. Energy Factor is just one of the factors to be considered when purchasing a new water heater.

For information on this other energy-efficiency related information, visit www.singingriver.com.

Hurricane Prep

What to do Before the storm

Preparation prior to an event can mean all the difference. Take time now to reorganize your storm kit, establish an evacuation route and make sure all family members are aware of all plans and procedures.

Update your contact information with Singing River Electric. Having your current phone number and email

can help speed restoration of power.

All outages must be reported by phone, online or by the SmartHub app. When the system recognizes a member's phone number, it is able to more quickly pull up account information and schedule repairs. It also allows the system to offer a call-back feature to verify power has been restored.

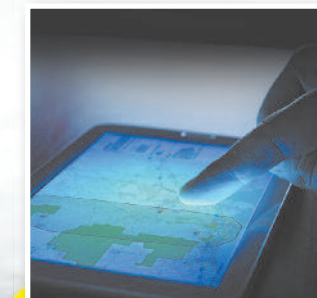
Download and report power outages using the SmartHub app.

With just a few taps of a screen, it is the fastest way to report a power outage and eliminates the need to wait on hold.

For more information on how to prepare before a storm, visit our Storm Center online at www.singingriver.com.

Prepare your family and yourself

- ✓ **Replenish or purchase hurricane preparedness supplies** (food, water, radio, batteries, etc.)
- ✓ **Review evacuation plan with household and extended family**
- ✓ **Recharge cell phones and refill medications**
- ✓ **Trim trees, secure home and outdoor furniture**
- ✓ **Set refrigerator on coldest setting and keep doors shut prior to storm landfall**
- ✓ **Fill tubs and sinks with water for washing and flushing prior to storm landfall**
- ✓ **Learn how SRE prepares by visiting** <http://singingriver.com/storm-and-outage-center>
- ✓ **Like Singing River Electric on Facebook and follow SRECooperative on Twitter to stay informed**
- ✓ **Download SRE's SmartHub app on your mobile device to report any power outages**
- ✓ **Stay tuned to local media for weather information**



Update your contact information with SRE
(via SmartHub app, online or phone)



WE RELY ON OUR ELECTRIC COOPERATIVE FOR INFORMATION ABOUT ENERGY EFFICIENCY.

In our community, power is more than electricity. It's the expert information we receive to help us use less energy and save money. Learn more at www.singingriver.com.

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