

**POWER
CONTROL**

*Build a
powerful
energy reserve*



*Make the powerful choice,
call 252-7117 now*

MGoe[®]

POWER CONTROL

Become part of this important power reserve.

Electricity use varies throughout the day. MGE must have generating capacity, plus a margin of reserve to meet changing levels of use. Our reserve helps us to meet high demand or the unlikely event of a generation or transmission failure.

Central air conditioners account for more electricity use during high demand periods than any other appliance. Control of their use during times when electricity reserves are needed is a way to delay the need for new power plants. Power Control helps us to meet reserve needs. Other sources in MGE's energy reserve include:

- Existing power plants.
- Commercial customers who allow their service to be interrupted.
- Power purchased from other sources.

Delaying the construction of new power plants is an important goal. It saves resources for all MGE customers.

How it works.

1. MGE residential customers with central air conditioning can join this program.
2. When you sign up, a small electronic device is installed on or near your central air conditioner.
3. When a need for reserve power occurs, an MGE power dispatcher sends a radio signal that shuts off the air conditioner's compressor.
4. Once the need has passed, another signal turns the air conditioner on again.

MGE listens to what you want.

Since 1992, an important part of the MGE Power Control program has been our dialogue with you. We have asked what changes are needed to improve Power Control.

Now, thanks to you, Power Control is better than ever for all participants. We've made these important changes:

- You won't be shut off on Sundays or holidays.
- You won't be shut off after 10 p.m.

Questions on Power Control.

Q *When would my air conditioner be turned off?*

A: MGE now has specific no shut-off times—Sundays, holidays and after 10 p.m. for Power Control. A shut-off is more likely to occur during daylight hours when both business and residential customers are using air conditioning. On average, we estimate your air conditioner's compressor will be off once every 10 years for about six hours.

The need to use Power Control is determined by the reliability of our power plants and our transmission system. Our past record for the reliability of our plants and system is excellent.

Q *Could Power Control damage my air conditioner?*

A: The Power Control device simply turns your air conditioner compressor on and off, much like a thermostat. It will not have any adverse effect on your equipment.

Q *Will my house get hot?*

A: The amount of warming during a Power Control shut-off will vary. MGE estimates that the temperature in your home may increase three to five degrees during a six-hour period.

The fan for your furnace is not affected by Power Control. You may use it to circulate air throughout your home.

Q *What if I change my mind?*

A: Power Control participation is voluntary. Should you wish to discontinue your

involvement for any reason, just give us a call. Your air conditioner will be removed from the program within five working days. If you need to have your air conditioning turned back on during a shut-off period, just call MGE at 252-7222. There is a \$25 charge for this service.

If someone living in your household needs air conditioning for health reasons, it is probably best if you do not participate in this program.

Q *Do I need to sign up every year?*

A: Once you are enrolled in Power Control, you do not need to sign up again every year. You remain in the program until you move or call to cancel.

It pays to join Power Control.

Receive sign-up gifts. In return for your participation in Power Control, MGE offers you a choice of gifts to help you:

- Save money.
- Save energy.
- Protect our environment.

To find out what incentives are currently available, just call MGE.

Plus payment by the hour. You are paid for each hour your air conditioner is shut off by Power Control. Contact your MGE customer service representative for more information.