

APPENDIX EXHIBIT 18



Next generation utility communications platform

BEHAVING OURSELVES

HOW OUR NEIGHBORS & AMAZON.COM CAN HELP SAVE THE PLANET

Alexander Laskey, co-founder & President



1 Intro

Finding a premier partner

Southern Edison
An Edison International

PSE

CON EDISON
Your Community Energy

AUSTIN UTILITIES
an edison energy partner

Lake County
A Touchstone Energy Company

OWATONNA PUBLIC UTILITIES
an edison energy partner

Account number: 75871
Home energy report
bill period: 01/01/08 - 03/31/08

ABOUT THIS REPORT This report contains information and analysis about your electricity consumption. It includes comparisons to your neighbors to help you better understand your electricity usage and tips to help make your home more efficient. We hope the information in this report helps you make smart choices to reduce your electricity use and bills.

WHY AM I RECEIVING IT? You are among a group of 20,000 randomly selected Owatonna Public Utilities customers who are receiving these reports as part of a pilot program.

*****AUTO**MIXED AADC 430
THOMAS SMITH
400 FIRST STREET
OWATONNA, MN 55060

Jan-Mar Neighbor Comparison | You used **21% MORE** energy than your neighbors.

EFFICIENT NEIGHBORS	515
ALL NEIGHBORS	663
YOU	802*

HOW YOU'RE DOING:
BEST
GOOD
▶ **BELOW AVERAGE**

* This energy index combines electricity (kWh) and gas (therms) into a single measurement.

WHO ARE YOUR "NEIGHBORS"?
 ■ ALL NEIGHBORS: Approximately 100 occupied homes nearby that are similar in size to yours (avg 1,300 sq ft) and have the same heat type as you (electric or gas).
 ■ EFFICIENT NEIGHBORS: The most efficient 20 percent from the all neighbors group.

Last 12 Months Neighbor Comparison
 You used **34% MORE** than your neighbors.
 This costs you about **\$301 EXTRA** per year.

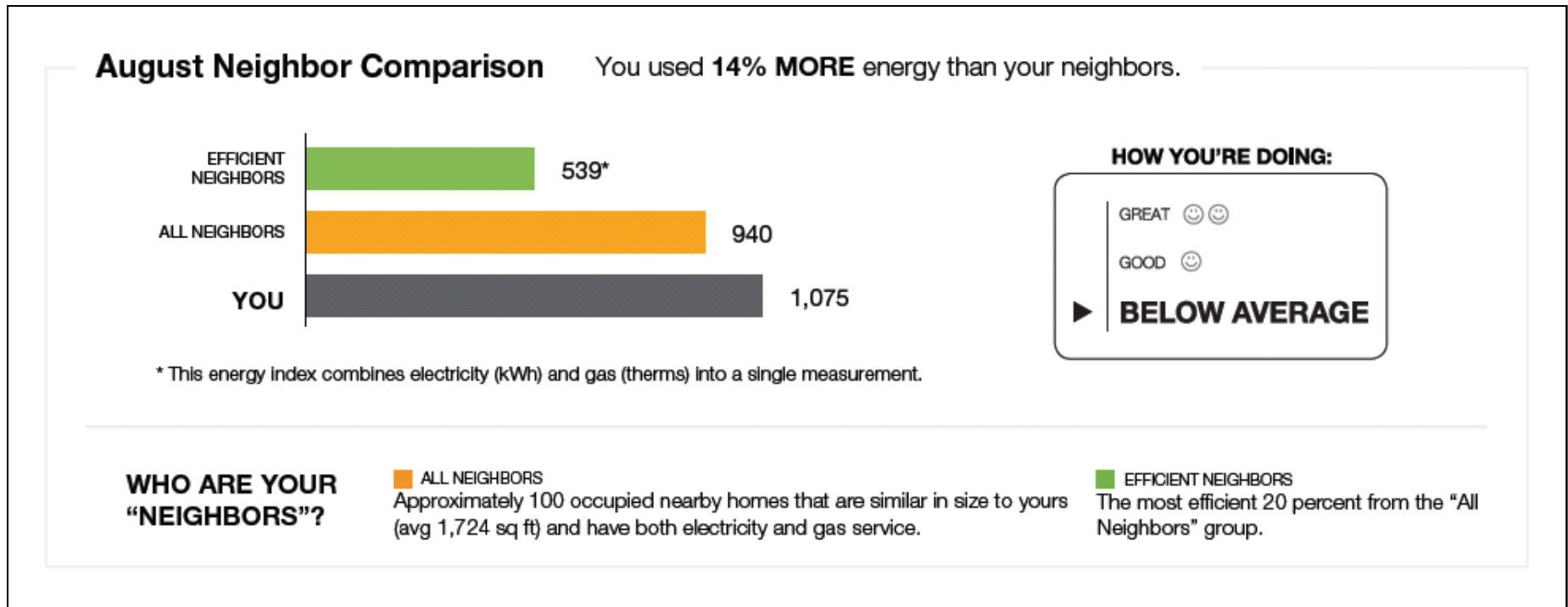
Electricity | 38% more than your neighbors.
Gas | 19% more than your neighbors.

Personalized Action Steps
 Turn off lights when not needed
 Install a programmable thermostat
 Buy ENERGY STAR® appliances

TURN OVER TO LEARN MORE

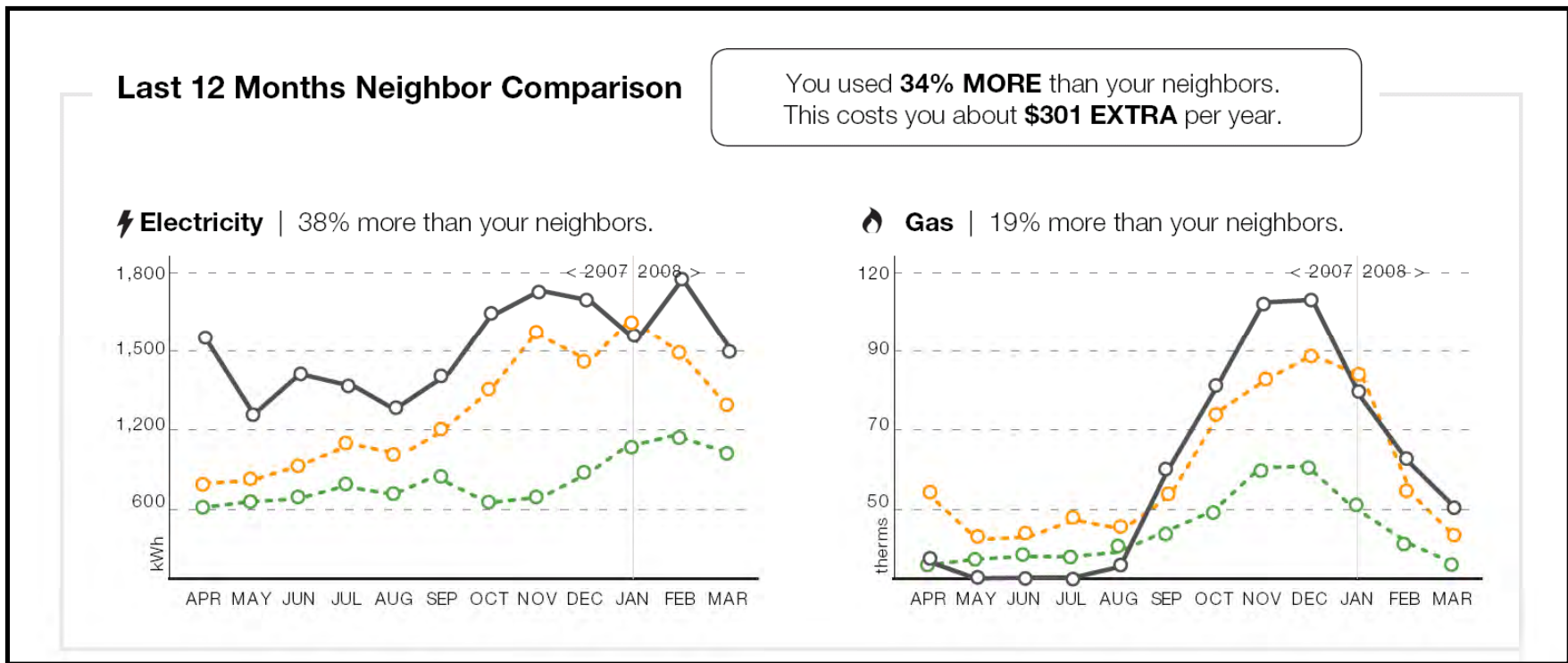
2 Enhancing foundational research

Efficient neighbors and credible comparisons



2 Enhancing foundational research

Normative feedback throughout the year



2 Enhancing foundational research

Report tips selected & customized based on household data

Encouraging action steps:

- 1) behavioral
- 2) programmatic: rebates and coupons
- 3) non-programmatic: other purchases

Action Steps | Personalized tips chosen for you based on your energy use and housing profile

Quick Fixes

Things you can do right now

Save by helping your AC breathe easier

Your air conditioning's outdoor unit, the condenser, releases hot air in order to cool the air inside your home. With proper care, the condenser can do this job using less electricity.

Give the unit plenty of space to exchange air—3' in each direction—by trimming shrubs, pulling weeds, and moving furniture.

Clean the unit's exterior to remove dirt and debris which can block airflow, taking care not to bend the metallic fins.

SAVE UP TO
\$50 OR MORE ON AIR
CONDITIONING COST

Smart Purchases

Save a lot by spending a little

Clean or replace AC filters regularly

Replacing or cleaning your air conditioner filter is one of the easiest and cheapest ways to reduce summer energy consumption.

Dirty air filters block the flow of air which forces your air conditioner to work harder. This means higher electric bills and also more wear-and-tear on the air conditioner.

By cleaning or replacing your filters monthly, you can improve energy efficiency and reduce costs.

SAVE UP TO
\$50 ON ENERGY COST
EACH YEAR

Great Investments

Big ideas for big savings

Deflect high energy bills with a cool roof

A standard black roof absorbs 70-80% of incoming solar energy. Don't let the rest of your house take the heat!

Instead, invest in a "cool roof." Cool roof materials reflect sunlight rather than absorbing it, preventing that heat from ever entering your home.

Cool roofs now come in a variety of different colors and styles, and SMUD offers special rebates and financing to help you get the best deal.

SAVE UP TO
\$85 OR MORE EACH YEAR

3 Measuring results

Home Energy Reports: turning ratepayers into customers

“Thank you Puget Sound Energy! This is the best bad news I've had in a long time. I really appreciate having this information so I can start to make some changes.”

“Well the thing I like about it is that SMUD took the time to make this up and to send it. And to tell me what I could do, and let me feel good about what I have done.”

“So the first thing I thought was, well this can't be true because it's so cool, it's really nice to have this information. And then my second reaction was like oh gosh I gotta make some changes here”

