

News Release



**Electric Cooperatives
of Arkansas**

July 15 Deadline for Energy Efficiency Makeover Applications Approaching

Little Rock, Ark. — July 8, 2009 — The July 15 deadline for entering the 2009 the Electric Cooperatives of Arkansas' Energy Efficiency Makeover is quickly approaching. Hundreds of applications have been received to date.

"There is still time to enter and have an opportunity to have your home transformed into an energy-efficiency showcase," said Doug White, vice president of systems services for the Electric Cooperatives of Arkansas. "Last year's winner was surprised to win, so don't miss this opportunity."

Entrants must reside in Arkansas, be a member of a participating Arkansas electric cooperative and own and occupy an all-electric home.

According to White, the number of contest entries grows each day.

"After July 15, we will undertake the most difficult aspect of the contest, selecting the winner as there are many deserving applicants," White said. "We will announce the contest winner by the end of July."

White urged cooperative members to visit <http://www.smartenergytips.org> to obtain an application or to visit their local electric cooperative office.

The grand prize winner could receive up to \$50,000 worth of energy-efficiency improvements to create a more comfortable home with lower utility bills. To enter, contestants are asked to fill out and sign the required entry form, answer a few energy-oriented questions about their homes, take a photograph of their homes and include a copy of their electric bills. In addition to the winning cooperative member, there will be 16 semi-finalists, who will receive a free high energy efficient 40-gallon Marathon water heater

The project's sponsors include: Doug Rye; Marathon Water Heaters; Rood Heating and Air of Russellville; and Trane.

The Electric Cooperatives of Arkansas comprise 17 electric distribution cooperatives; Arkansas Electric Cooperatives Inc. (AECI), a Little Rock-based cooperative that provides various services to the distribution cooperatives; and Arkansas Electric Cooperative Corp. (AECI), a generation and transmission cooperative. The distribution cooperatives provide electricity to more than 490,000 members, or customers, in Arkansas and surrounding states.

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