

NEWS RELEASE

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“Flash mob” marks distribution of 1 millionth CFL bulb by Santee Cooper

MYRTLE BEACH, S.C. – Dozens of dancers did a special Electric Slide “boogie woogie woogie” at Beach Colony Resort this morning, entertaining dozens more puzzled vacationers as Santee Cooper publicly celebrated its major milestone of surpassing 1 million free compact fluorescent light (CFL) bulbs distributed to its commercial and residential customers.

Footage of the Electric Slide “flash mob” event is available on YouTube at www.youtube.com/santeecoopergreen.

Chicora Association Management, which manages multiple Grand Strand properties including the oceanfront Beach Colony, has committed to distribute 40,000 CFLs to its property owners. That commitment officially puts Santee Cooper over the 1-million mark in its campaign to educate customers about energy efficient CFL bulbs through bulb distribution.

The 1 million CFLs distributed will save 40 million kilowatt-hours of electricity a year, enough to power about 3,000 households. That annual energy savings would power Loris for a year, or Myrtle Beach households for a month.

Forty million kWhs would power homes in the island communities of Kiawah and Seabrook for a year.

Santee Cooper and Chicora borrowed a dance move from so called “flash-mobs,” in which participants emerge quickly from routine gatherings and break into a choreographed dance routine to call attention to or celebrate an event or cause. Recent flash mobs have been held to try and convince LeBron James to stay in Cleveland and to promote Las Vegas as a relocation destination for Los Angeles businesses. Flash mobs are held on college campuses to escape exam tension and celebrate events, and the Black Eyed Peas led a large flash mob in Chicago to kick off Oprah’s 2009-2010 talk show season. Santee Cooper believes this is the first time a flash mob has been used by a South

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Carolina corporation, and also the first time a utility has conducted a flash mob anywhere in the country. It may also be the first flash mob staged along the Grand Strand.

“In the Electric Slide, Marcia Griffiths sings about the invisibility of electricity – you can’t see it, you can’t hold it,” said Marc Tye, Santee Cooper vice president of conservation and renewable energy. “Our customers can see the difference a light bulb makes, though, by switching their traditional incandescent bulbs for CFLs, which use 75 percent less electricity. And because these bulbs last 10 times longer than incandescents, that’s a savings they can hold onto. I applaud Chicora Association Management for boldly promoting that savings to its property owners and helping Santee Cooper encourage all our customers to use less electricity.”

“Because we work with properties like Beach Colony Resort, which enjoys such a beautiful natural setting, Chicora Association Management places a priority on green practices that demonstrate environmental stewardship,” said Rich Trisler, director of association operations with Chicora Association Management. Encouraging our property owners to swap their regular light bulbs for these efficient CFLs is such an easy step to take, and we are pleased to have a partner like Santee Cooper helping us along the way. I congratulate Santee Cooper for this milestone and look forward to new initiatives with them in the future.”

Santee Cooper launched the CFL program on Earth Day 2008. CFLs distributed since September 2009 count towards the utility’s Reduce The Use campaign to save 209 million kWhs a year by 2020. Santee Cooper has promoted energy efficiency through innovative programs and initiatives for more than 40 years. More energy-saving tips and information can be found at www.ReduceTheUse.com.

Santee Cooper is South Carolina’s state-owned electric and water utility, and the state’s largest power producer. The ultimate source of electricity for 2 million South Carolinians, Santee Cooper is dedicated to being the state’s leading resource for improving the quality of life for the people of South Carolina.