

MISSISSIPPI POWER is always looking for ways to assist customers with saving money on energy costs.

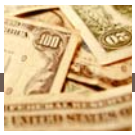


ENERGY STAR®

With that in mind, we would like to introduce you to the ENERGY STAR® Program. Developed by the Environmental Protection Agency and the Department of Energy, this program will help consumers easily identify high quality products that are significantly more energy efficient than the required minimum government standards. Rated products display an ENERGY STAR® label and are among the most efficient available today. They are designed to use less energy than other products and save money on utility bills. Although ENERGY STAR® rated products sometimes cost more to purchase, savings on utility bills and additional benefits can make up for the investment. ENERGY STAR® products are carried by appliance retailers and other vendors nationwide, so when making purchases, look for the ENERGY STAR® label on heating and cooling systems, household appliances, office equipment, insulation, and even homes to save energy and money.

FOR ADDITIONAL INFORMATION ON ENERGY STAR® PRODUCTS

For specific product information, contact the retailer or manufacturer. For general information call EPA ENERGY STAR® toll Free at 1-888-STAR-YES (1-888-782-7937) or visit the ENERGY STAR® website at www.energystar.gov or e-mail info@energystar.gov with questions or suggestions. For additional energy-saving information, visit Mississippi Power's website at www.mississippipower.com.



ENERGY STAR® APPLIANCES AND ELECTRONICS

Washing Machines use superior designs that require less water to get clothes clean. These machines use sensors to match the hot water needs to the load, preventing energy waste. Both top-loading and front-loading designs will get clothes cleaner and take better care of your fabrics and use less water and energy than standard washing machines.

Refrigerators incorporate a number of advanced features such as increased insulation, highly efficient compressors and precise temperature and defrost mechanisms to save energy while keeping your food as fresh as possible.

Dishwashers save by using both improved technology for the primary wash cycle, and by using less hot water to clean.

Home Electronics are one of the fastest growing home energy areas. ENERGY STAR® labeled home electronics are a smart choice, because they save money by using less energy to operate. ENERGY STAR® electronics include: TVs, VCRs, home audio, set-up cable boxes and DVD players.

ENERGY STAR® LIGHTING

Compact Fluorescent Light Bulbs (CFLs) are designed for long-life and energy savings. They feature designs that distribute light symmetrically, providing high-quality, inviting and lower temperature light without the flickering and humming of older fluorescent bulbs. Advanced technology enables CFLs to use 75 percent less energy than a standard incandescent bulb. CFLs also last up to 10 times longer.

Lighting Fixtures offer many benefits such as providing the same amount of light as standard fixtures, while

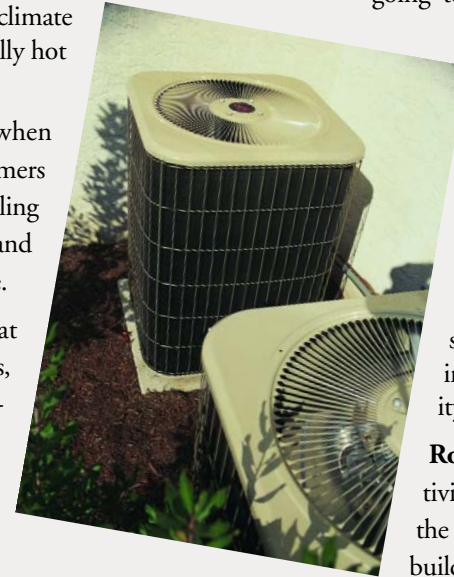
providing true, natural color and moderate light temperature. They operate at much lower temperatures than many traditional lamps.

ENERGY STAR® HEATING & COOLING

Heat Pumps can save consumers up to 20 percent on heating and cooling bills. Savings with a geothermal heat pump are estimated to be even greater. Results will vary based on usage, climate and other factors such as abnormally hot or cold seasons.

Programmable Thermostats when used properly, can save consumers 20-30 percent on heating and cooling bills by automatically raising and lowering your home's temperature.

Room Air Conditioners that feature high-efficiency compressors, fan motors and heat transfer surfaces will lower your cooling costs.



ENERGY STAR® HOMES

ENERGY STAR® Homes Program endorses builders who agree to construct new homes that use approximately 30 percent less energy for home heating, cooling and water heating than other newly constructed homes, built to the national Model Energy Code (MEC) standards.

Double-paned Windows can reduce heating and cooling bills by up to 15 percent, while improving your comfort.

Insulation with the ENERGY STAR® label indicates that the manufacturer has agreed to educate consumers on how to choose the right insulation levels depending on climate. The guide shows appropriate R-Values for insula-

tion, tells you how much insulation to install and offers insulation tips.

ENERGY STAR® OFFICE & BUILDING PRODUCTS

Office Equipment products with the ENERGY STAR® label save energy by powering down and "going to sleep". Some copiers will even shut off when not in use. These energy-efficient products have all the performance features of standard equipment, but have an added ability to reduce energy waste. Copiers can also make double-sided copies, which save paper and energy.

Exit Signs operate on five watts or less of electricity per face, with or without an emergency battery. Most conventional exit signs are fitted with typical high-wattage incandescent bulbs, which use more electricity and need to be replaced every few months.

Roof Products meet EPA criteria for reflectivity (how much heat the roof reflects from the sun). These special materials can enhance a building's comfort level while reducing cooling costs.

Transformers for commercial and industrial buildings can lead to significant energy savings. Most commercial and industrial buildings require several transformers to decrease the voltage of electricity received from utilities to the levels used by lights, computers and other indoor applications. Because transformers are used 24-hours-a-day, even a slight improvement can lead to significant energy savings and reduced utility bills for building owners and occupants.