



For Immediate Release

E Source Announces Winners of the 2010 Utility Print Ad Awards Contest

APS Wins First Place for Best Overall Print Ad

BOULDER, CO, October 4, 2010—E Source announced the winners of its 2010 Utility Print Ad Awards Contest at the 23rd Annual E Source Forum (www.esource.com/forum2010) in Denver, Colorado. Top honors went to APS, SaskPower, and Xcel Energy for first, second, and third places respectively in the Best Overall Print Ad category. Electric and gas utilities across North America were encouraged to submit their best newspaper, magazine, outdoor display, or other print ads in two categories: promoting utility products and programs (demand-side management, energy efficiency, demand response, etc.) for both residential and business customers, and building and/or establishing the utility company's brand.

An independent group of judges selected the winners based on ad effectiveness, objectives, message, visual design, and innovation. The judges were Brian F. Keane, president of SmartPower; Mindy Cheval, senior instructor of advertising for the University of Colorado at Boulder School of Journalism and Mass Communication; Kristin Apple and Kevin Malloy from Egg Strategy; and Danyelle Taylor of Sterling-Rice Group.

"This year, the utility print ads focused on critical topics such as energy efficiency and conservation, renewable energy, safety, and brand," said Matthew Burks, senior product manager of E Source Mass-Market Services. "Winners were selected from more than 300 submissions from utilities across the U.S. and Canada, and they represent a new generation of more edgy, amusing, complex, and thought-provoking advertising than we have seen before."

2010 Utility Print Ad Awards Contest Winners

Best Overall Print Ad

First place: APS
Second place: SaskPower
Third place: Xcel Energy

Best Business Print Ad

First place: Salt River Project
Second place: Minnesota Energy Resources

Best Message Print Ad

First place: LG&E/KU
Second place: Salt River Project

Best Print Ad Campaign

First place: Pacific Gas and Electric Co.
Second place: PECO, An Exelon Company

Honorable Mention Best Print Ad

City of Palo Alto Utilities
FortisBC

SaskPower
Touchstone Energy Cooperatives

The winning ads were honored at a special awards luncheon held during the 23rd Annual E Source Forum. To view the winning print ads, please visit www.esource.com/adcontest2010.

About E Source

E Source has been providing independent research, analysis, and information to over 300 utilities and large energy users for more than 20 years. Our research analysts and consultants are among the best minds in the business, delivering significant and timely research that equips our customers with best practices, benchmarks, and tools to make better, faster decisions. We're in the know—predicting and addressing trends, technologies, and problems related to energy efficiency, utility customer satisfaction, program design, marketing, customer management, energy management, energy supply, and sustainability.

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