



For Immediate Release

E Source Ranks Electric and Gas Company Web Sites

BOULDER, Colo., August 15, 2007 — E Source reported its latest benchmark results for the performance of North American electric and gas company web sites.

Based on the latest E Source findings, many more utilities now offer self-service functions designed to support the needs of customers who prefer to interact with their utility online. For example, over 70 percent of utility web sites now allow customers to check their account balance, compared to less than 50 percent in 2005.

The “E Source 2007 Review of North American Electric and Gas Company Web Sites” assesses 111 U.S. and Canadian utility web sites. This comprehensive report includes detailed benchmarking information that illuminates the state of utility web sites. To gauge how successful electric and gas company web sites are in serving residential customers, E Source researchers assessed the companies’ web sites from the customer’s point of view. Many of the utilities included in the study gave the E Source research team temporary account access to enable a full assessment of their secure online services.

Between December 2006 and March 2007, several reviewers—typical residential energy customers—visited the selected utility web sites. Each site was visited by multiple reviewers, a different methodology than in earlier surveys E Source has undertaken. While there, they looked for and rated 27 tasks and functions that had been identified by E Source research as the options residential customers most expect to find and use when they interact with a utility’s web site.

This year, the top-rated electric and gas web sites belong to Pacific Gas and Electric, Florida Power & Light, Wisconsin Public Service, NW Natural, and Progress Energy (Carolinas). This new study—the fourth such web site review E Source has compiled—is the largest, most detailed benchmark of electric and gas web sites available. The first study was completed in 2002; E Source found that between that study and this one, most of the utility web sites reviewed have changed significantly in their attempt to keep up with increasing customer expectations.

Ethan Brown, a research analyst at E Source, said, “As online customer care becomes more mainstream and competitive, utilities have to work harder than ever to meet their online customers’ needs. Customers’ expectations are increasing alongside their familiarity with the rising standards of bank, e-commerce, and transportation web sites, so offering them the ability to perform more transactions on a responsive, highly usable web site has become more important.” E Source Senior Research Associate Florence Connally added, “During this review, we clearly saw that companies with web sites that were substantially unchanged from our last review received noticeably lower ratings from our reviewers.”

“Some utilities have made multimillion-dollar investments in their web sites and associated online self service options,” added Andrew Heath, director of the *E Source E-Business Service*. “These companies are getting benefits in terms of increased customer satisfaction from customers wanting to interact online. Getting more traditional customers to use the web site instead of the telephone is still a challenge, but as more and more people become comfortable using online services, the utility web site is fast becoming just one more channel customers choose when they need to contact their utility.”

Eastern Region (U.S.). Long Island Power Authority, Pepco, and KeySpan Energy have the best three web sites in the Eastern region.

Source: E Source 2007 Review of North American Electric and Gas Company Web Sites.

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Midwestern Region (U.S.). Wisconsin Public Service, Vectren, and Alliant Energy have the three best web sites in the Midwest. In addition, the web sites provided by Duke Energy (Midwest), Kansas City Power & Light, Ohio Edison, MidAmerican Energy, and We Energies all performed well.

Southern Region (U.S.). Florida Power & Light, Progress Energy (Carolinas), and Alabama Power offer the three best web sites in the Southern region. Austin Energy, Dominion Power, Duke Energy (South), Progress Energy (Florida), CPS Energy, Georgia Power, and Oklahoma Gas & Electric also offer good web sites.

Western Region (U.S.). In the Western region, Pacific Gas and Electric, NW Natural, and Arizona Public Service provide the three best web sites. San Diego Gas & Electric, Southern California Gas, Sacramento Municipal Utilities District, Idaho Power, and Portland General Electric also provide good web sites.

Canada. The three best Canadian web sites are provided by BC Hydro, Terasen Gas, and Hydro-Québec.

NOTE: One chart follows

E Source Ranking of 111 North American Electric and Gas Company Web Sites

Ranking	Organization name	Overall score (maximum = 1,000)
Top Quartile		
1	Pacific Gas and Electric	757
2	Florida Power & Light	754
3	Wisconsin Public Service	743
4	NW Natural	718
5	Progress Energy (Carolinas)	709
6	Arizona Public Service	698
7	BC Hydro	697
8	Alabama Power	694
8	Austin Energy	694
10	San Diego Gas & Electric	689
11	Dominion Power	688
12	Southern California Gas	687
13	Vectren	686
14	Sacramento Municipal Utility District	681
15	Duke Energy (South)	677
16	Idaho Power	675
16	Progress Energy (Florida)	675
18	Alliant Energy	670
18	CPS Energy	670
18	Long Island Power Authority	670
21	Duke Energy (Midwest)	669
21	Kansas City Power & Light	669
23	Georgia Power	665
24	Terasen Gas	664
25	Ohio Edison	663
26	Pepco	661
27	Portland General Electric	658
28	Hydro-Québec	657
28	KeySpan Energy	657
28	MidAmerican Energy	657
28	Oklahoma Gas & Electric	657
28	We Energies	657
Second Quartile		
33	AmerenUE	654
34	DTE Energy	652

Source: E Source 2007 Review of North American Electric and Gas Company Web Sites.

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Ranking	Organization name	Overall score (maximum = 1,000)
35	Nicor Gas	643
36	Jersey Central Power & Light	642
37	Centerpoint Energy (Minnesota)	639
37	Salt River Project	639
39	Entergy Arkansas	638
40	Atmos Energy	633
40	Puget Sound Energy	633
42	Southern California Edison	632
43	Connecticut Light & Power	627
43	Omaha Public Power District	627
43	Reliant Energy	627
46	AmerenIP	622
46	Los Angeles Department of Water & Power	622
48	Gaz Métro	621
48	Rocky Mountain Power	621
48	Westar Energy	621
51	Southwest Gas	618
52	PNM	615
53	Consumers Energy	614
53	South Carolina Electric & Gas	614
55	Washington Gas	612
Third Quartile		
56	Orlando Utilities Commission	611
57	Xcel Energy	609
58	Union Gas	608
59	Direct Energy (Texas)	602
59	Tampa Electric	602
61	Centerpoint Energy (Southern)	595
61	Hydro One Networks	595
61	Nevada Power	595
61	SaskEnergy	595
65	Nova Scotia Power	589
66	PECO Energy	584
67	Memphis Light, Gas and Water Division	583
67	NB Power	583
69	TXU Energy	582
70	Avista Utilities	578
71	Peoples Gas (Illinois)	570

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Ranking	Organization name	Overall score (maximum = 1,000)
72	Rochester Gas & Electric	569
73	Aquila	567
73	Baltimore Gas & Electric	567
75	NSTAR	564
75	Questar Gas	564
77	Manitoba Hydro	563
78	Toronto Hydro	562
79	Kentucky Utilities	558
80	National Grid New York	552
81	ComEd	550
82	Entergy Louisiana	549
82	Hydro Ottawa	549
82	Louisville Gas & Electric	549
Fourth Quartile		
85	EPCOR	545
86	AEP Ohio	542
86	Otter Tail Power	542
88	SaskPower	539
89	Enbridge Gas Distribution.	535
89	New York State Electric & Gas	535
89	Northern Indiana Public Service Co	535
89	Silicon Valley Power	535
93	PPL Electric Utilities	523
94	Electric Power Board	519
95	Con Edison	516
96	Allegheny Power	515
97	Central Maine Power	514
98	Delmarva Power	499
98	National Grid Massachusetts	499
100	Laclede Gas	484
101	Public Service Electric & Gas	483
102	Atlantic City Electric	482
103	Columbia Gas of Ohio	464
103	Piedmont Natural Gas	464
105	Oklahoma Natural Gas	455
106	Kansas Gas Service	451
107	ENMAX	437
107	Texas Gas Service	437

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Ranking	Organization name	Overall score (maximum = 1,000)
109	Roseville Electric	399
110	Philadelphia Gas Works	368
111	Dayton Power & Light	317

About E Source

Headquartered in Boulder, Colorado, E Source is a leading research and information services organization, providing member organizations with unbiased, independent analysis of retail energy markets, services, and technologies. Additional information is available at www.esource.com.

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