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More Than 25 Utilities to Be Recognized at E Source Awards Luncheon

The finalists for the 2011 E Source Utility Ad Awards Contest have been selected. The awards will be announced and presented at an awards luncheon on Wednesday, September 21, at the Westin Denver Downtown during the 24th Annual E Source Forum.

The E Source Utility Ad Awards Contest is the utility industry's largest and most comprehensive advertising competition, attracting hundreds of entries. The goal of the contest is to recognize and reward creative excellence in utility advertising. The finalists are:

- AEP Public Service Company of Oklahoma
- ComEd
- Georgia Power
- Mass Save
- Pacific Gas and Electric
- PECO
- Salt River Project
- Seattle City Light
- Tennessee Valley Authority
- Touchstone Energy Cooperatives

Ad awards will be given out in the following categories:

- Best Ad Campaign
- Best Business Ad
- Best Outdoor Ad
- Best Print Ad
- Best Radio Ad
- Best TV/Video Ad

At the awards luncheon, E Source will also be honoring the top-performing companies from several benchmark studies.

E Source Gap and Priority Benchmark 2011: A Survey of Utility Large Business Customers

1. Florida Power & Light Co.
2. Silicon Valley Power
3. Tied: MidAmerican Energy and City of Palo Alto Utilities

E Source Review of North American Electric and Gas Company IVRs: 2011

1. Duke Energy
2. Portland General Electric
3. Tied: Florida Power & Light Co. and NorthWestern Energy
4. Tied: Arizona Public Service and Cleco

E Source Review of North American Electric and Gas Company Websites: 2011

1. Wisconsin Public Service
2. Avista Utilities
3. Tied: Entergy Corp. and Énergie NB Power
4. Pacific Gas and Electric Co.

E Source Account Management Assessment 2011: Top Utilities to Be Named Soon

About E Source

E Source has been providing unbiased, objective energy business intelligence to over 300 utilities and large energy users for more than 20 years. Our benchmarking services are supported by the latest market research looking at what customers want from their utilities. Our research analysts and consultants are among the best minds in the business, delivering significant and timely research that equips our customers with the right information at the right time to make better, faster decisions. We predict and address trends, technologies, and problems related to energy efficiency, utility customer satisfaction, program design, marketing, customer management, and sustainability.

Public Relations Contact

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