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FOR IMMEDIATE RELEASE:

Changes to San Miguel Power's Green Cents Program Will Affect Member Bills

Effective February 1, 2010 all San Miguel Power Association, Inc. (SMPA) members will be automatically enrolled in Green Cents – a round up program that raises money for energy efficiency and renewable energy projects within SMPA's service territory. With the goal of raising significant funds for efficiency improvements and renewable energy development in local communities, the SMPA Board of Directors moved to change the Green Cents program from and 'opt in' to an 'opt out' at their November 18, 2009 regular meeting.

“Changing our Green Cents program to an ‘opt out’ is an exciting change for San Miguel Power,” explained SMPA General Manager, Kevin Ritter. “If just 70% of our members remain in the program, we’ll raise almost \$50,000 for energy projects in our local communities.”

Green Cents is a simple program that allows members to round up their monthly bill to the nearest dollar, with the rounded up portion going into the renewable energy fund. For example, if a member's bill is \$43.27 it will be automatically rounded up to \$44. The extra 73 cents is then put in the renewable energy fund, which is used for energy efficiency and renewable energy programs in SMPA's service territory.

On average, a member will donate less than \$7 per year, but no more than \$11.88. SMPA has approximately 10,000 members, and if all members choose to stay in the Green Cents program, the co-op could raise up to \$70,000 or more. The money raised will be used to fund energy efficiency and renewable energy programs within the co-op's service territory, including:

- Efficiency upgrades
- Renewable energy generation
- Energy efficiency incentives
- Weatherization assistance
- Rebates

“At less than \$1 a month, Green Cents is an easy and affordable way members can fund energy programs in their own communities,” said SMPA General Manager, Kevin Ritter. “The financial commitment is small, but the rewards are big.”

Members will also have the option of increasing their Green Cents donation by an even dollar amount of their choice. Their bill will be automatically rounded up and then the additional dollars will be added. The extra donation can be increased or decreased at the member’s request.

Although members will be automatically enrolled in Green Cents, participation is not mandatory. A member may choose to opt out of the program at any time by contacting their local SMPA office: Nucla – (970) 864-7311 or Ridgway – (970) 626-5549. The Green Cents round up will take effect when members receive their bill the first week of February 2010. Members may opt out prior to February 2010 and anytime thereafter.

San Miguel Power Association, Inc. is a member owned, locally controlled rural electric cooperative with offices in Nucla and Ridgway, CO. It is the mission of San Miguel Power Association, Inc. to demonstrate corporate responsibility and community service while providing safe, reliable, cost effective and environmentally responsible electrical service. SMPA serves approximately 9,600 members and 13,000 meters and supports local communities with \$200,000 annually in property taxes.

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