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NEWS RELEASE

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PSC to Give Annual Update on Natural Gas Prices *Oct. 29 event will be broadcast live on the Web*

FRANKFORT, Ky. (Oct. 26, 2010) – Natural gas prices during the 2010-2011 heating season will be discussed during an Oct. 29, 2010, news briefing at the Kentucky Public Service Commission (PSC).

The briefing will be broadcast live, beginning at 9:30 a.m. EDT, via the Internet on the PSC website, at <http://psc.ky.gov/>. Click on the link for Hearing Room 1. A high-speed Internet connection is recommended for viewing the briefing.

Members of the media are invited to attend the briefing in person. It will be held in Hearing Room 1 at the PSC offices at 211 Sower Boulevard in Frankfort.

Broadcast media please note: The webcast is not broadcast quality. If you desire broadcast quality audio or video, you are advised to attend the briefing in person.

Topics to be covered in the briefing include:

- The natural gas industry;
- How natural gas rates are determined ;
- Recent trends in natural gas prices;
- The price outlook for the 2010-2011 heating season; and
- What consumers can do to reduce home heating costs.

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Members of the public or news media viewing the briefing online will be able to submit questions via e-mail. The e-mail address, naturalgasbriefing@ky.gov, will be available shortly before the briefing begins.

The briefing will be available for viewing at a later time in streaming video format in the PSC's video library, at <http://psc.ky.gov/Home/Media>. A video of the briefing also will be available for download on the PSC's FTP site, <ftp://162.114.3.167/>.

The PSC is an independent agency attached for administrative purposes to the Energy and Environment Cabinet. It regulates more than 1,500 gas, water, sewer, electric and telecommunication utilities operating in Kentucky and has approximately 100 employees.

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