

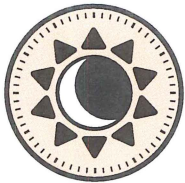
Will you save money by switching to a Time-of-Day Rate Plan?

Every household is different, and your savings will depend on how much you are able to:

- reduce energy usage during On-Peak hours
- shift energy usage to Off-Peak hours
- not use major appliances at the same time

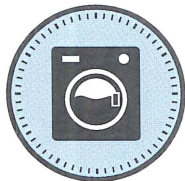
Remember, the more you shift, the more you save. If you switch to one of our two Time-of-Day rate options but you are unable to do these things, your bill may go up.

Ways to manage your usage and save:



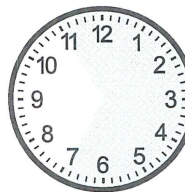
Reduce electricity usage during On-Peak hours.

Use a programmable thermostat to more efficiently manage usage.



Avoid using appliances such as washers, dryers and dishwashers at the same time.

Use a timer on your water heater and/or pool pump.



The key to the program is understanding On-Peak and Off-Peak hours.

Be sure to pay close attention to peak hour changes during Daylight Savings Time.

Contact a representative to learn more about which plan is right for you.

KU residential customers:

800-981-0600

Monday through Friday from 7 a.m. - 7 p.m.

For faster service, use the Fast Path option 1-2-4.

lge-ku.com/customer-service/contact

You may also visit one of our walk-in centers to speak with an Energy Advisor.

Learn more about our Time-of-Day rate plans at lge-ku.com/timeofday.

KU-E-15

KU
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Manage your energy usage and charges with our new optional rate plans.

Introducing the Residential Time-of-Day Rate Plans

KU understands that our customers want options. That's why we now offer two Time-of-Day Rate Plans. By making some minor adjustments to your lifestyle, these new rate plans can help you save energy and money.

Unlike standard electric rates where you are charged the same amount for electricity no matter when you use it, Time-of-Day rates vary based on the time of day and the season. These timeframes are referred to as "Off-Peak" and "On-Peak" hours. This means WHEN you use electricity is just as important as

It's important to know the difference between "Off-Peak" and "On-Peak" in order to benefit from the Time-of-Day Rate Plans.

Before you choose a different rate plan, we encourage you to learn as much as you can about each plan. You can find some good information in this brochure and additional details on our website at lge-ku.com/timeofday. And, of course, you can email or call Customer Service if you have questions or need more information. We'll help you find ways to alter your energy usage and choose the plan that works best for you.

It's important to note that Daylight Savings Time shifts the On-Peak and Off-Peak hours during the summer months. (Use charts at right as reference guides.)

Choose between these two plans:

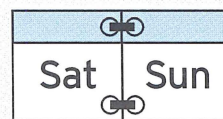
- 1 Time-of-Day ENERGY Rate**
 Save money based on the time of the day you use electricity.

The Time-of-Day ENERGY rate gives you the opportunity to reduce your electric bills by changing when you use electricity. If you shift significant electricity use from times of high electric demand, such as hot summer afternoons, to when demand is low, you will save energy and pay a lower rate for the energy you use. The more you shift, the more you save.

- 2 Time-of-Day DEMAND Rate**
 Save money based on the time of the day you use electricity AND by the DEMAND for electricity you create.

When you use more than one major appliance at the same time, you create a greater DEMAND for electricity. For example, if you run your dishwasher, wash a load of laundry and cook dinner at the same time, your demand for electricity is very high. By spreading out your energy use and shifting certain energy use to Off-Peak hours, you pay a lower rate. This saves you money!

With Time-of-Day Demand, the energy charge is reduced, but there is a demand charge in addition to the energy charge, encouraging you to lower the amount of electricity you use at once.



Weekends are considered "Off-Peak" hours.

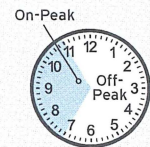
The key to the program is to reduce your energy usage during "On-Peak" hours. KU's "On-Peak" hours vary from winter to summer and from Eastern Standard to Eastern Daylight Time.

On-Peak Hours – WINTER

Nov	Dec	Jan	Feb	Mar
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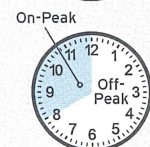
From the first Sunday in NOVEMBER through the second Sunday in MARCH:

7 a.m. - 11 a.m. (EST*)



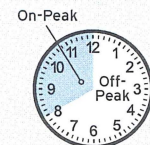
From the second Sunday in MARCH through MARCH 31:

8 a.m. - 12 p.m. (EDT**)



From NOVEMBER 1 through the first Sunday in NOVEMBER:

8 a.m. - 12 p.m. (EDT**)

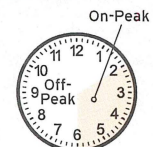


On-Peak Hours – SUMMER

Apr	May	June	July	Aug	Sept	Oct
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From April 1 through October 31:

2 p.m. - 6 p.m. (EDT**)



*Eastern Standard Time (EST) is defined as the time on the East Coast not including Daylight Savings Time.

**Eastern Daylight Time (EDT) is defined as the time on the East Coast when clocks are advanced from 2 a.m. to 3 a.m. from the second Sunday in March to the first Sunday in November.