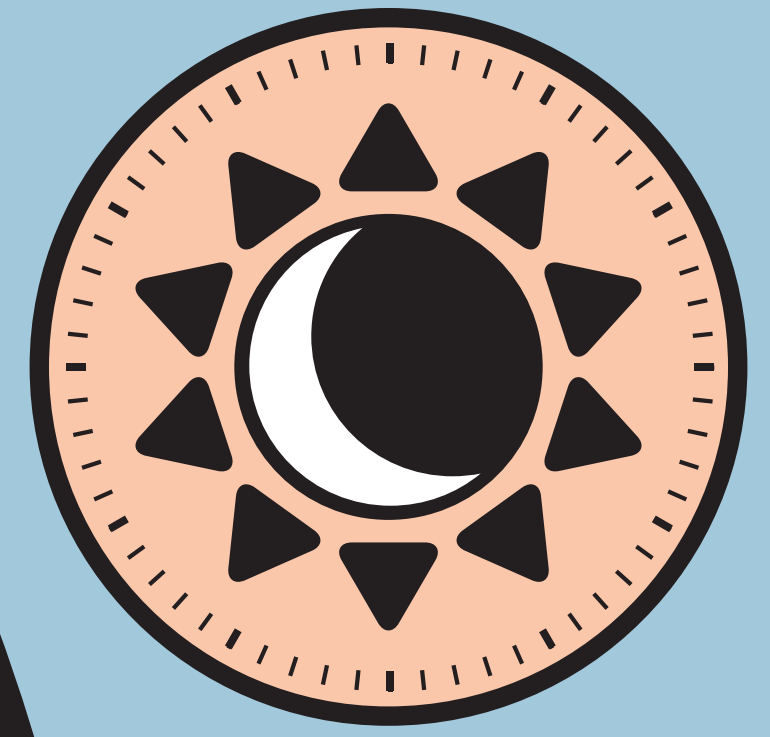


Introducing TIME- OF-DAY Rate Plans



Reduce electricity usage during On-Peak hours.



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



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

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

Learn more at lge-ku.com/timeofday, or call 502-589-1444 or 800-331-7370.

LG&E now offers Time of Day Rate Plans to help you save energy and money. Choose between these two plans:

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

LG&E
a PPL company