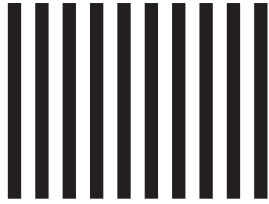


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UNITED STATES



BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 636 SUN PRAIRIE WI

POSTAGE MUST BE PAID BY ADDRESSEE

TIME-OF-DAY-PRICING-PLAN
STOUGHTON UTILITIES
PO BOX 922
SUN PRAIRIE WI 53590-9906



MAKING THE MOST OF TIME-OF-DAY PRICING

You can take advantage of discounted rates by shifting as much of your electrical use as possible to off-peak periods. The more electricity you use during off-peak hours, the more money you will save. Your best energy savings will come from the following tips:

- ✓ Turn off your central or room air conditioner during the day, or turn your thermostat up 5-10 degrees.
- ✓ Install a timer on your electric water heater so that water is heated only during off-peak hours.
- ✓ Run your dishwasher and electric clothes dryer late in the evening or overnight.
- ✓ Don't cook with your electric oven if you can use your microwave oven instead.
- ✓ Other appliances that should be used during off-peak hours if possible include:
 - Dehumidifier
 - Electric space heater
 - Well pump
 - Pool or spa heater
 - Engine heater

If you have questions about which appliances generally use the most electricity, please contact us.

TIME-OF-DAY PRICING PLAN



Is it time to lower your energy costs?



608-873-3379 www.stoughtonutilities.com

Shared strength through WPPI Energy

WATCHING THE CLOCK CAN SAVE YOU MONEY

Did you know that you may be able to save money simply by using electricity at the right time of day? Our optional Time-of-Day Pricing Plan enables you to take advantage of lower electric rates during the “off-peak” hours: late in the evening, overnight and all weekend. “Off-peak” hours are those when overall demand for electricity is at its lowest. Yet these same hours may be a convenient time to heat your water, run your clothes dryer, cool your home and use other large electric appliances.

Is this option right for you?

On average, customers who use at least 65 percent of their monthly electricity during off-peak hours will save money on the Time-of-Day Pricing Plan. This can be achieved through simple changes such as setting back your thermostat and running major appliances like your clothes washer or dishwashing to off-peak hours.

CHOOSE YOUR BEST TIME

With the Time-of-Day Pricing Plan, you can choose from three optional off-peak time periods. These will be the hours when you are paying a lower rate for electricity.

Time-of-Day Pricing gives you the opportunity to manage your own energy costs. To maximize your savings, choose the plan option with off-peak hours that match when you use the most electricity, based on your lifestyle and daily schedule.

Option	Off-peak hours
“7-7 Plan”	7:00 p.m. to 7:00 a.m. Mon-Fri
“8-8 Plan”	8:00 p.m. to 8:00 a.m. Mon-Fri
“9-9 Plan”	9:00 p.m. to 9:00 a.m. Mon-Fri

Off-peak hours also include all day Saturday and Sunday, as well as New Year’s Day, Memorial Day, Independence Day, Labor Day, Thanksgiving and Christmas.

HOW TIME-OF-DAY RATES WORK

We can offer you lower electric rates during off-peak hours because our costs as a utility are typically lower at those times. During times of high demand for electricity, we usually pay more for power, because we need to use more expensive power supply resources. During off-peak hours, we can supply power to all our customers more effectively. The Time-of-Day Pricing Plan rewards you with a discount for helping to spread the demand for electricity more evenly over each 24-hour period.

Although you’ll earn a discount for using electricity during off-peak hours, you will pay a higher rate for the electricity you use during on-peak hours. Overall, you will save money if the Time-of-Day Pricing Plan fits your family’s lifestyle and daily schedule.

Here is a comparison of electric rates under the optional Time-of-Day plan versus standard rates.

With Time-of-Day Pricing
Off-peak rate: 4.94 cents per kilowatt-hour
On-peak rate: 18.43 cents per kilowatt-hour
Without Time-of-Day Pricing
Standard rate: 10.29 cents per kilowatt-hour

PARTICIPATION IS SIMPLE

There is no cost to sign up for Time-of-Day Pricing. We will need to replace your current electric meter with a special time-of-use meter; this new meter will be installed at no expense to you. We ask that you remain on Time-of-Day Pricing for one year so that you can properly assess your savings.

Your monthly electric bill will give you details about your usage during off-peak versus on-peak hours. We will also provide an annual statement that shows you how your costs under Time-of-Day Pricing compared to what you would have paid using standard rates.

To get started, simply complete and return the attached reply form.

YES

I'd like to enroll in the Time-of-Day Pricing Plan and save money on electricity use during off-peak hours.



Please indicate the off-peak time period of your choice.

- 7-7 Plan** (7:00 p.m. to 7:00 a.m. Mon.-Fri.)
- 8-8 Plan** (8:00 p.m. to 8:00 a.m. Mon.-Fri.)
- 9-9 Plan** (9:00 p.m. to 9:00 a.m. Mon.-Fri.)

Off-peak hours also include all day Saturday and Sunday, along with New Year’s Day, Memorial Day, Independence Day, Labor Day, Thanksgiving and Christmas (based on nationally designated holiday dates).

Name _____

Account Number (see your electric bill) _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Enclose this form with your bill payment, or fold this piece into thirds (make sure that the Business Reply Mail panel is facing out), tape shut and mail postage-paid.

Participation in the Time-of-Day Pricing Plan is optional and does not involve any enrollment costs. You will be required to remain on the plan for one full year from the date of enrollment. If you wish to return to the standard residential rate option, you may do so without penalty at any time after one year.

