



3.24.09

TXU Energy Launches Statewide Energy Efficiency Program

New program helps low-income customers use less energy to lower electric bills.

With a weakened economy impacting families across the state, TXU Energy is launching a new program designed to help low-income families use less electricity, so they can lower their bills and save money.

The "Low Income Energy Efficiency Assistance Program" is part of TXU Energy's overall commitment to invest \$100 million in energy efficiency and conservation programs through 2012. The initiative is endorsed by the company's Low Income Advisory Committee (LIAC), which was established last year to help identify energy solutions for low-income customers.

"The program will provide low-income customers with access to new technologies, like solar attic vents and power monitors, to help them reduce their energy use and save money," said Jim Burke, Chief Executive Officer, TXU Energy. "In these tight economic times, we know that saving on the electric bill provides funds for other important family needs."

"More than ever these days Texas families must become even more bottom-line conscious and energy costs are one of those necessities that impact many household budgets," said Senator Royce West (D-Dallas). "It shows that business can be responsive to consumer needs when providers like TXU Energy offers to help families to make their homes become more energy efficient."

"Low-income consumers spend a greater per capita share of their income on the basic necessities like housing, transportation and electricity," said State Representative Helen Giddings (D-De Soto). "It is absolutely essential that electric providers, like TXU Energy, step up to help them have the most energy efficient home or apartment possible."

"This initiative couldn't come at a better time," said Ronnie Lowe, Executive Director, Lancaster Outreach Center, and TXU Energy LIAC member. "Family budgets are stretched so thin, this will help families save money and use electricity more efficiently."

Working with local social service agencies across the state, TXU Energy will provide grants for turnkey energy efficiency services as well as funds for agencies to purchase energy efficient products to help reduce energy usage in low-income single-family homes and apartment complexes. For the turnkey services, energy audits will be conducted to determine the exact upgrades needed for the home or apartment complex. Upgrades may include solar attic vents, radiant barriers, and/or insulation, and all participants will receive energy efficiency kits. To find a participating social service agency, customers can contact 2-1-1 Texas.

TXU Energy's low-income programs pack a powerful punch to assist those in need. In

addition to the new energy efficiency assistance program announced today, TXU Energy is the only retail electric provider in Texas that provides its low-income customers with an approximate 10 percent discount year round. Also, TXU Energy AidsM is the largest electric bill payment assistance program of its kind in the nation. Since 1983, the program has provided \$51 million to assist more than 340,000 families. TXU Energy has committed \$5 million a year in TXU Energy AidsM funds through 2012.

About TXU EnergyTXU Energy is a market-leading competitive retailer that provides electricity and related services to more than 2.2 million electricity customers in Texas. TXU Energy offers a variety of innovative products and solutions, allowing both its residential and business customers to choose options that best meet their needs, including exceptional customer service, competitively priced electricity service plans, innovative energy efficiency options, renewable energy programs and other electricity-related products and services. Visit <http://www.txu.com> for more information about TXU Energy. REP 10004.

Media

Mike Gutierrez
972.816.2470