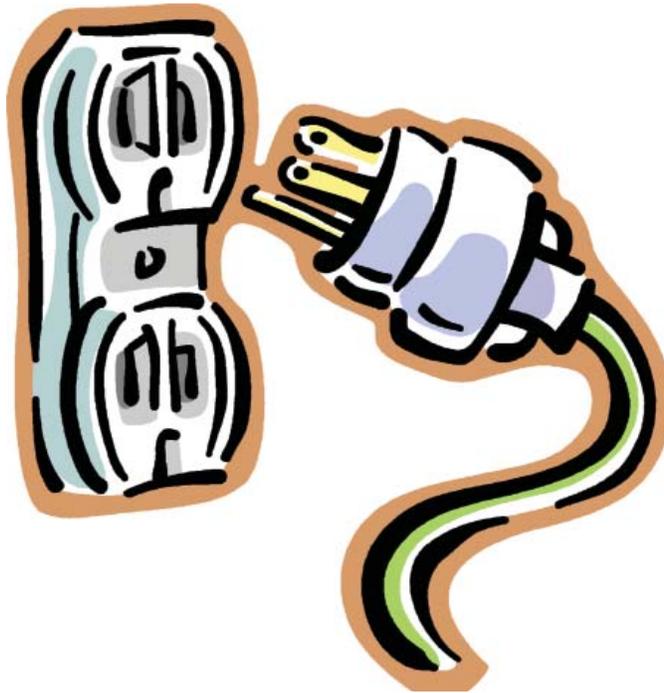


# Electricity is Still a Good Value



**\$3.92**

**average annual  
daily cost of  
electricity**

Electricity is one of the most valuable and reliable products we use every day. Take a look around - everything is either powered by electricity or produced with the help of electric power.

As consumers, we directly or indirectly use electricity almost all the time. From powering our homes and businesses to energizing entire communities, electricity is crucial to power our modern lives.

Most of the time we don't even think about it. We trust electricity will be there to power our alarm clocks so we can wake up on time, brew our first cup of coffee each morning, and have a warm shower before heading out the door. Televisions, radios, ovens, refrigerators, lamps, water heaters, and many other appliances all need electricity to run. It is also the energy behind the clothes you wear, the food you eat, and the cooled or heated air you breathe.

We are now using electricity to power new items, from electronic picture frames and DVD consoles to gaming consoles like Xbox, Wii and Playstation for our entertainment. And those mobile phones, cordless toothbrushes, Ipods, digital cameras and computers wouldn't last long unless their batteries were

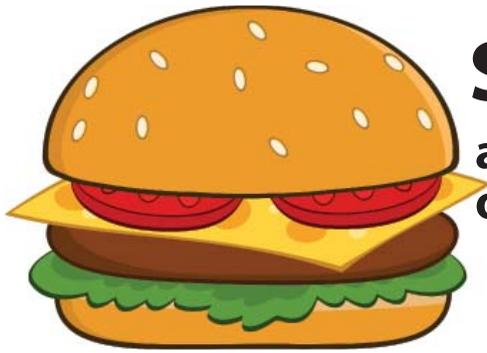
recharged with electricity.

Even in the country's shifting energy climate, with the high cost of fuel causing rates to climb, it is important to understand that electricity remains an undeniable bargain, and one of life's great conveniences, especially when compared to other consumer goods.

In today's world, you won't find many items that cost less than \$5. You can purchase a gallon of milk, a gallon of gas, a loaf of bread, a carton of eggs, or a cup of coffee to go; but did you know that an average day's worth of electricity also costs less than \$5? At \$3.92, the average cost of electricity per day is actually consistent with or lower than all the items just mentioned.

While this doesn't take the sting out of high costs, it does demonstrate that electricity has remained a good value, especially considering its increased importance in our lives.

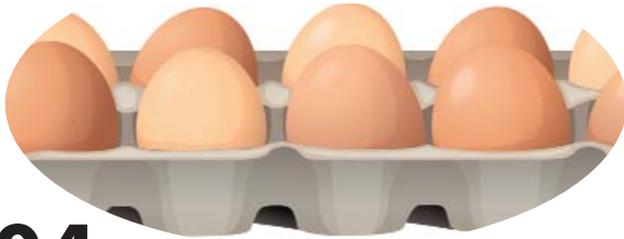
Often, though, the value of electricity is taken for granted. Think about your daily necessities, like gasoline and electricity, and then think about the cost of the special treats people allow themselves to purchase on a weekly and often daily basis.



**\$4.90**  
average cost  
of a Big Mac®



**\$4.50**  
average cost  
of a specialty  
coffee



**\$5.04**  
average cost  
of an 18 pack  
of eggs



**\$3.90**  
average cost  
of unleaded  
gasoline

The cost of a mocha or latte from your favorite coffee shop isn't often questioned even though it costs more than it takes to pay for a day's worth of power. People don't usually question the cost of a Big Mac®, but it costs \$1 more than power for an entire day. Most people don't hesitate to spend \$2 on a 20 oz. soda, more than \$5 on a burger, between \$8 and \$14 on a movie ticket, or over \$25 for a pizza, but they are concerned when paying less than \$4 a day, on average, on their power bill.

Many don't even flinch when the cost of their luxury item increases, but become upset when their electric bill goes up. It makes sense though; the world has become increasingly reliant upon electricity; it's gone from a luxury commodity to a necessity and an expectation.

It is nearly impossible for us to think about what our lives would be like if we did not have electricity. If at times it doesn't seem that electricity is affordable, remember - even as the demand for electricity

grows - the annual cost increases still remain low when compared to other consumer goods such as medical care, education, and yes, even Big Macs®.

Electricity is still a great bargain. And also remember this: CVEA is committed to making sure that you and your family always have safe, reliable, and affordable electric service in your home.

So, the next time you crave your morning coffee or a tasty Big Mac®, think of your electric bill, and remember the tremendous benefit you're getting for less than what you'll pay for those luxuries, and what a great deal you're actually getting for your dollar. ■

*The average daily cost of electricity is based on average annual costs for both Valdez and Glennallen. Other costs are based on current prices averaged between the Valdez and Glennallen districts.*

*Big Mac® is a registered trademark of McDonald's Corporation. McDonald's Corporation does not endorse or sponsor this material.*