



Touchstone Energy[®] Fact Sheet

Touchstone Energy Cooperatives is an alliance of more than 700 local, member-owned electric cooperatives across the country committed to providing superior service to all members, large and small. Touchstone Energy—the national brand of electric cooperatives—has core values that consumers have long associated with cooperatives: integrity, accountability, innovation, and genuine commitment to their communities.

Touchstone Energy cooperatives use the resources of a national network and take advantage of economies of scale to enhance their unique relationships with their local member-owners. They provide high standards of service to all customers—residential, commercial, industrial and agricultural.

Touchstone Energy -

- * Communicates electric cooperatives' unique characteristics in a changing marketplace where these values and differences matter more each day
- * Emphasizes the significance of each electric cooperative's local presence and unique ties to the community, but offers the advantages of a nationwide network to bring added value and benefit to all consumers
- * Represents electric cooperatives' unique characteristics in a changing marketplace where these values and differences matter more each day.
- * Produces award-winning advertising and communications materials
- * Places television ads on various networks, including CNBC, CNN, The Weather Channel, A&E, Discovery and Direct TV and print ads in national publications, including Time, Newsweek and U.S. News and World Reports
- * Teams up with respected national partners like Discovery Channel School, the American Football Coaches Association and the Federal Bureau of Investigation to provide programs that local cooperatives can use to enhance the quality of life in the communities they serve
- * Delivers valuable employee education programs that equip employees with the skills to communicate the cooperative difference and provide top-notch customer service
- * Provides the tools to evaluate and improve consumer satisfaction
- * Offers an array of services and programs to enhance cooperative relationships with business and residential customers

For more information, contact your local Touchstone Energy cooperative or visit www.touchstoneenergy.com.