AEP SOUTHWESTERN ELECTRIC POWER COMPANY

A unit of American Electric Power

Industrial Electric Billing Comparisons

Source: Typical industrial bills, investor-owned utilities, January 1, 2011. Edison Electric Institute, Washington D.C.

kW Demand kWh Per Month		75 30,000	**1,000** **400,000**	50,000 25,000,000		Cents/ kWh	
City	Electric Utility						
Allentown, PA	PPL Utilities Corporation	$3,306	**$68,839**	$2,174,240	11.0	**17.2**	8.7
New York, NY	Consolidated Edision	$5,127	**$67,452**	$4,072,178	17.1	**16.9**	16.3
Washington, DC	Potomac Electric Power Co.	$5,916	**$53,924**	$3,304,801	19.7	**13.5**	13.2
San Diego, CA	San Diego Electric & Gas Co.	$4,063	**$52,464**	$2,276,190	13.5	**13.1**	9.1
Wilmington, DE	Delmarva Power	$3,070	**$42,338**	$1,888,058	10.2	**10.6**	7.6
Philadelphia, PA	PECO Energy Company	$3,464	**$41,483**	$2,493,160	11.5	**10.4**	10.0
Atlanta, GA	Georgia Power Company	$2,787	**$37,526**	$1,922,844	9.3	**9.4**	7.7
Tampa, FL	Tampa Electric Company	$2,770	**$36,212**	$2,126,212	9.2	**9.1**	8.5
National Average		**$2,880**	**$35,495**	**$1,944,727**	9.6	**8.9**	7.8
Columbia, SC	South Carolina Electric & Gas	$3,169	**$34,037**	$1,847,275	10.6	**8.5**	7.4
Evansville, IN	Southern Indiana G & E	$3,242	**$33,492**	$1,986,564	10.8	**8.4**	7.9
Raleigh, NC	Progress Energy Carolinas, Inc.	$2,059	**$31,970**	$1,809,782	6.9	**8.0**	7.2
Parkersburg, WV	Monongahela Power Company	$2,243	**$29,166**	$1,543,366	7.5	**7.3**	6.2
Cleveland, OH	Cleveland Elec. Illuminating	$1,971	**$27,585**	$1,557,507	6.6	**6.9**	**6.2**
Richmond, VA	Dominion Virginia Power	$2,268	**$27,326**	$1,506,845	7.6	**6.8**	6.0
Birmingham, AL	Alabama Power Company	$3,033	**$26,664**	$1,502,618	10.1	**6.7**	6.0
Wise, VA	Old Dominion Power Company	$1,979	**$25,840**	$1,377,530	6.6	**6.5**	5.5
Charlotte, NC	Duke Energy Carolinas	$2,414	**$24,146**	$1,126,798	8.0	**6.0**	4.5
Louisville, KY	Louisville Gas & Electric Co.	$2,003	**$23,759**	$1,360,430	6.7	**5.9**	5.4
Greenville, SC	Duke Energy Carolinas	$1,706	**$22,298**	$1,110,176	5.7	**5.6**	4.4
White Oak, TX	**AEP SWEPCO**	**$1,737**	**$19,256**	**$1,045,712**	**5.8**	**4.8**	**4.2**

Above rates do not include state or local taxes.

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Texas Average Rates Summary

12 months ending 12/31/2010

Residential Average Rates

AEP SWEPCO	*State Average*	National Average
7.86 ¢/kWh	8.71 ¢/kWh	12.01 ¢/kWh

SWEPCO average Residential rate is **9.8%** less expensive than the state average, **34.6%** less than the national average!

Commercial Average Rates

AEP SWEPCO	*State Average*	National Average
6.28 ¢/kWh	7.05 ¢/kWh	10.21 ¢/kWh

SWEPCO average Commercial rate is **10.9%** less expensive than the state average, **38.5%** less than the national average!

Industrial Average Rates

AEP SWEPCO	*State Average*	National Average
5.18 ¢/kWh	4.82 ¢/kWh	6.71 ¢/kWh

SWEPCO average Industrial rate is the **7.5%** more expensive than the state average, **22.8%** less than the national average!

Data from Edison Electric Institute (EEI)
Typical Bills and Average Rates Report
Investor Owned Electric Utilities
Winter, 2011

!!The above rates are NOT for DEREGULATED TX!!

For Additional Information, Contact:
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