

*Serving the agricultural, residential, business and community electric power needs of
Adams, Franklin, Hall, Hamilton, Kearney, Merrick and Phelps Counties*

News Release

July 27, 2007

**From: LeAnne Doose, Communications Director
308-384-2350**

CUSTOMER OPEN HOUSES TAKING PLACE IN HOLDREGE AND AURORA

Southern Power District will hold two customer appreciation open houses in early August. The first will be at the Phelps County Ag Society Building in Holdrege on Thursday, August 2nd. The second will be at the Hamilton County Fairgrounds on Tuesday, August 7th. Both celebrations will take place between 10 a.m. & 2 p.m., with lunch being served at 11 a.m. The event is open to all Southern Power District customers.

The activities this year will include bucket truck rides, informational sessions, and a free compact-fluorescent bulb to the first 200 customers to redeem a coupon received in their July customer newsletter. The schedule of informational sessions at both open house celebrations will be held as follows:

10:30 a.m. & Noon: After-Hours Call Center Demonstration

10:30 a.m. & Noon: Safety Summary (including hotline demonstration)

11:30 a.m. & 12:30 p.m.: The Future of Electric Rates

11:30 a.m. & 12:30 p.m.: Energy Efficiency 101

Complete information is available on Southern's website at www.southernpd.com. For more information, please call LeAnne Doose at Southern Power District at 308-384-2350.

#

NOTE TO MEDIA: If you are interested in stopping out at the open houses to take photographs or interviews, please feel free to do so! Contact LeAnne at the above number if you have any questions.