



>> RGE's *SafeGuard Lighting* provides safety, security and visibility

RGE *SafeGuard Lighting*:

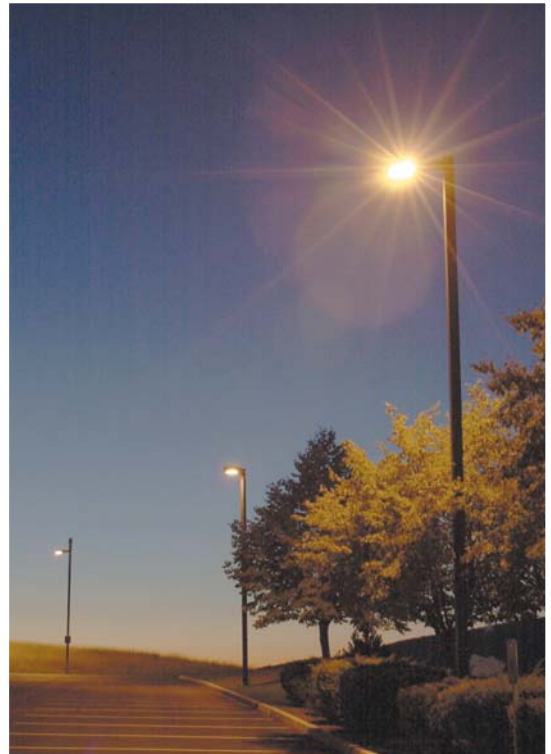
- >> Helps employees and customers feel more secure
- >> Deters theft and vandalism
- >> Completely automatic – on at dusk, off at dawn
- >> Fully maintained by RGE
- >> Free installation – requires no upfront investment
- >> Itemized on your existing RGE bill

- **Protect people and property, and enhance the visibility of your business**
- **No upfront costs, monthly cost is all inclusive, covering installation, maintenance and energy**
- **Free planning and layout**

Draw attention to your business and create a pleasant and more secure environment for your customers and employees with economical ***SafeGuard Lighting***.

With RGE's free lighting consultation and layout service you can select the ideal system for your situation. For a monthly charge we install and maintain the system – that includes the electricity.

SafeGuard Lighting delivers convenience, security, increased visibility and highly efficient lighting all in one. And you don't even have to flip a switch – ***SafeGuard Lighting*** turns on automatically at dusk and off at dawn.

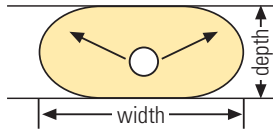


SafeGuard Lighting

AREA LIGHTING



Distribution Pattern:



| Lamp Type | Width | Depth | Lumens (Nominal) | Average Cost/Month* |
|--|-------|-------|------------------|---------------------|
| >> High Pressure Sodium (HPS) | | | | |
| 70-watt | 35' | 35' | 5,800 | \$8 |
| 100-watt* | 50' | 50' | 9,500 | \$9 |
| 150-watt* | 75' | 70' | 16,000 | \$14 |
| 250-watt* | 150' | 100' | 27,500 | \$20 |
| 400-watt* | 200' | 35' | 50,000 | \$24 |
| >> Metal Halide | | | | |
| 250-watt | 115' | 55' | 22,000 | \$20 |
| 400-watt | 160' | 80' | 36,000 | \$24 |

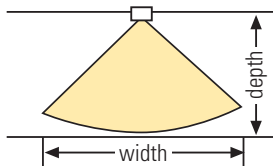
* Other fixtures are available to meet local "dark sky" lighting ordinances.

These versatile fixtures can be used for roadways, parking lots and other applications. They offer an economical solution for lighting small-to-medium sized commercial and industrial areas. Area lights offer general lighting in a variety of options that can be mounted on most existing RG&E wood poles or with installation of a new wood pole.

FLOOD LIGHTING



Distribution Pattern:



| Lamp Type | Width | Depth | Lumens (Nominal) | Average Cost/Month* |
|--|-------|-------|------------------|---------------------|
| >> High Pressure Sodium (HPS) | | | | |
| 250-watt | 80' | 80' | 27,500 | \$17 |
| 400-watt | 100' | 100' | 50,000 | \$21 |
| 1,000-watt | 150' | 150' | 140,000 | \$45 |
| >> Metal Halide | | | | |
| 250-watt | 60' | 60' | 19,500 | \$19 |
| 400-watt | 80' | 80' | 32,000 | \$23 |
| 1,000-watt | 120' | 120' | 100,000 | \$42 |
| >> Glare shields available | | | | |

Illuminate a dark driveway, parking lot, storage yard or building exterior with floodlights. These lights provide directional security lighting wherever it's needed.

MISCELLANEOUS



| | Average Cost/Month* |
|--|---------------------|
| >> Additional wood pole installed for lamp | \$4 |
| >> Wire service (overhead – per circuit foot for extension) | 1.53 cents |
| >> Mastarms: 30 inch, 8 feet, 12 feet, 16 feet and 20 feet | 75 cents to \$2 |

>> Please call 1.800.456.5153 to have an RG&E marketing representative contact you <<

* NOTE: Average monthly cost includes 2010 delivery pricing plus an average of 2008 + 2009 variable priced supply. Future supply prices will vary based on the actual price of your supply choice. Taxes and surcharges are not included and charges will vary per month based on kwh use by type of light and fixture. Outdoor lighting information will be itemized on your bill.