

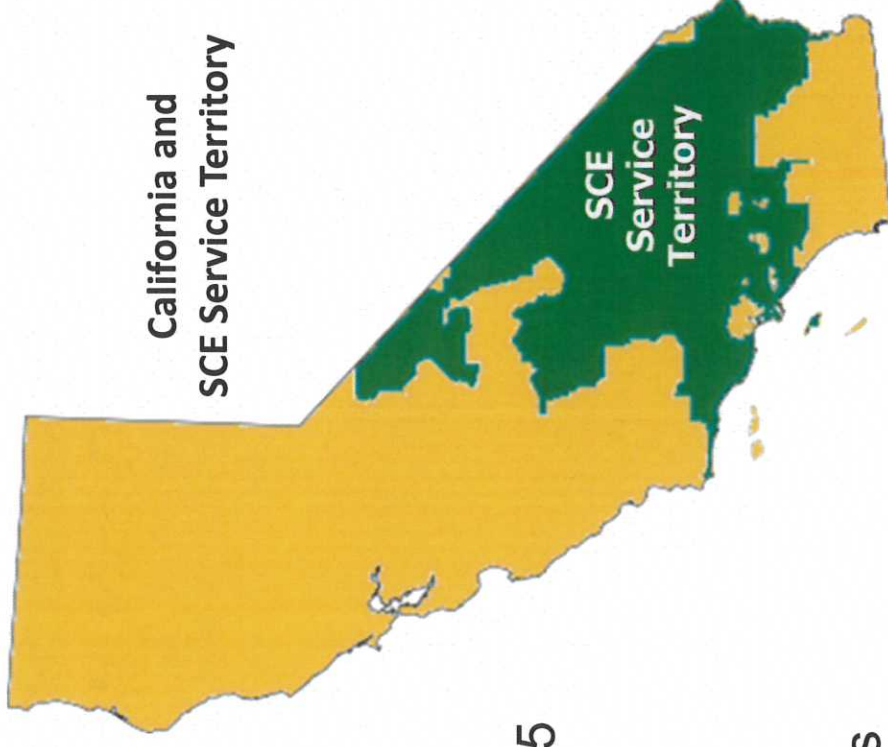
***SBCCOG General Assembly
Power Generation in the Future***

***Presentation by Les Starck, Vice President
Local Public Affairs***

February 25, 2011

SCE Overview

- One of the nation's largest investor owned electric utilities
 - 50,000 sq. mile service territory
 - 14 million residents
 - 4.9 million customer accounts
 - 17,000 employees
- 125 years of reliable electric service
- Significant Capital Investment Program: Approx. \$21.5 B over next 5 years
- Award-winning energy efficiency customer programs
- Nation's leader in renewable energy
- Employees volunteer 700,000+ hours annually



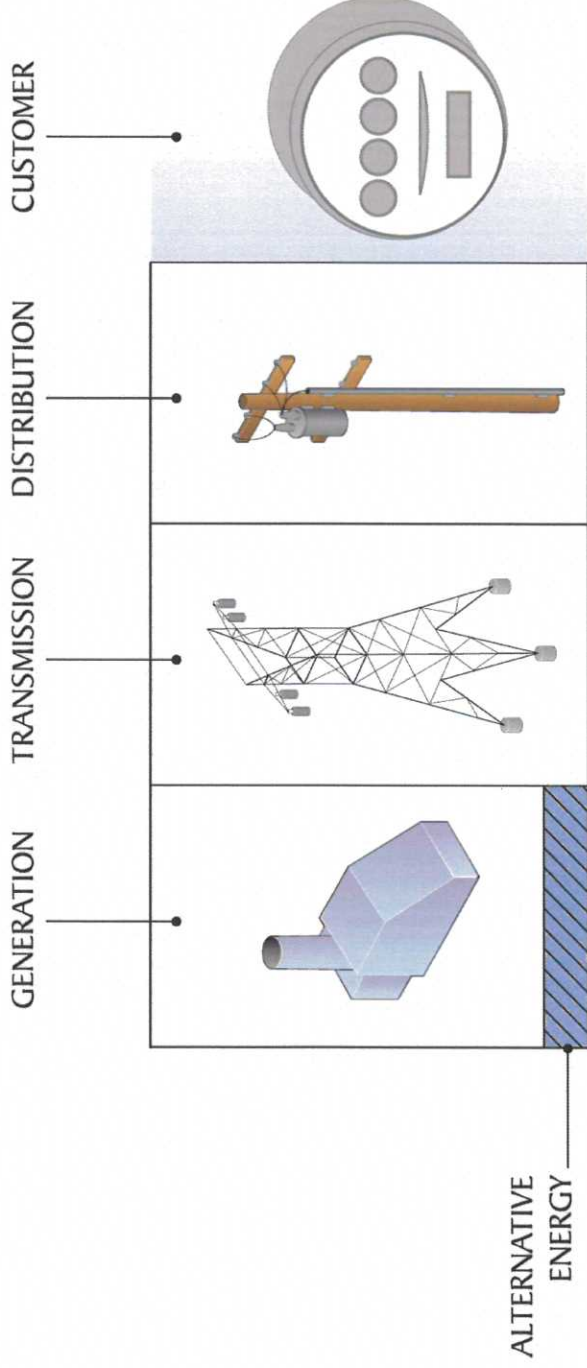


“The nation that leads the world in creating a new clean energy economy will be the nation that leads the 21st century global economy.”

“We live in a world where we are talking about cloud computing, virtualization, business intelligence, and social networking tools. However, the grid that powers the tools of modern life looks largely the same as it did half a century ago.”

--President Obama

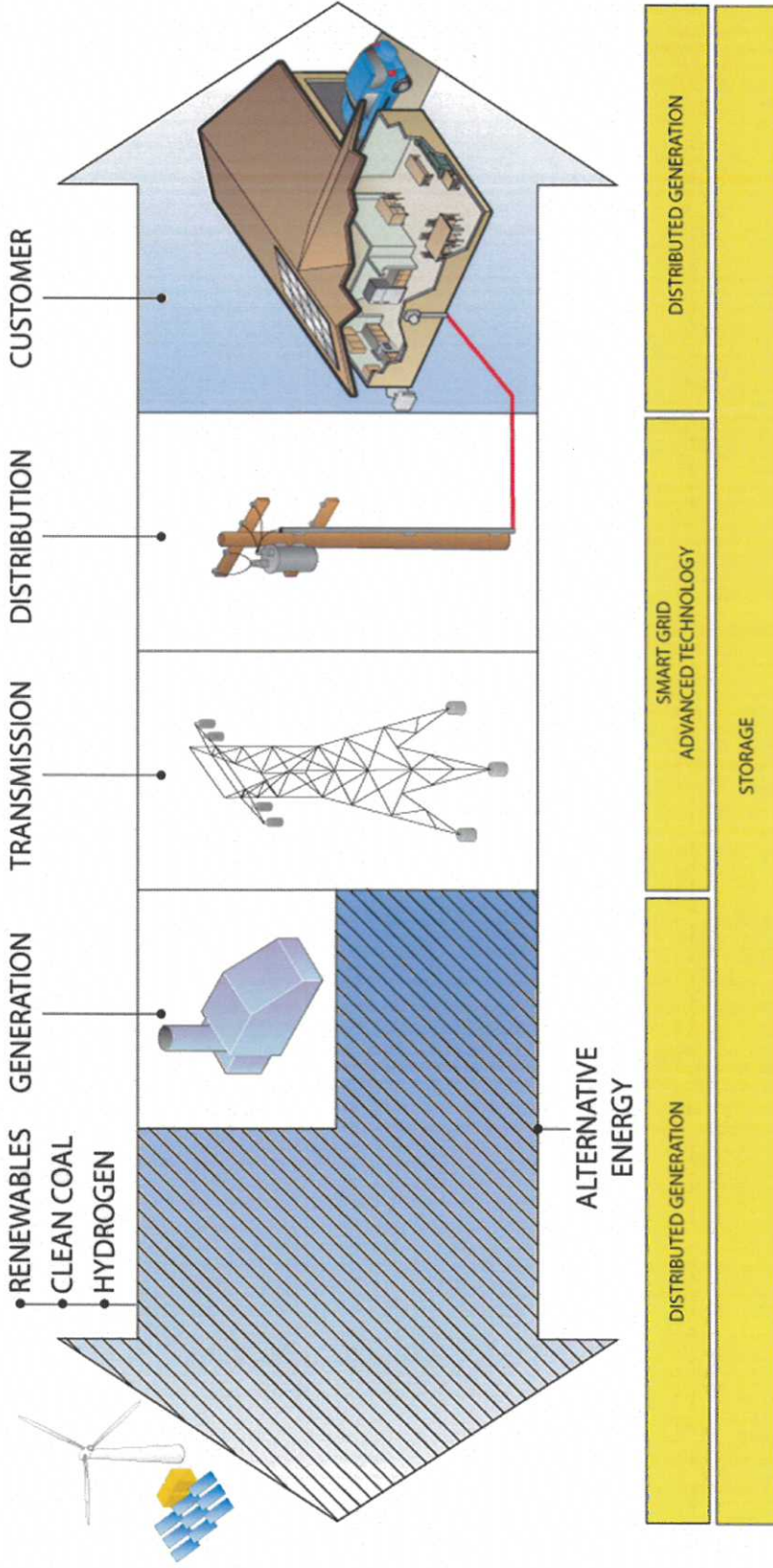
Technologies are “Powering” the Electricity Industry



For the last one hundred years, the basic design of the electric system has been unchanged. Technological advances confined to:

- Improving heat-rate efficiency for making steam generated power
- Increasing voltages of transmission
- Grid control and communications

Technologies are “Powering” the Energy Industry



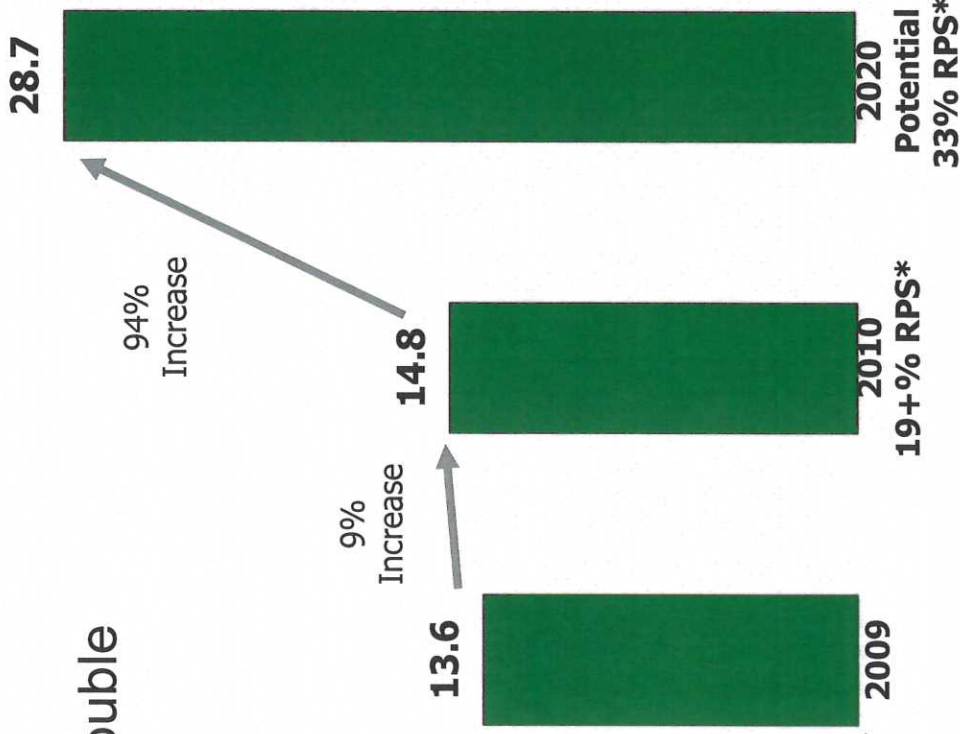
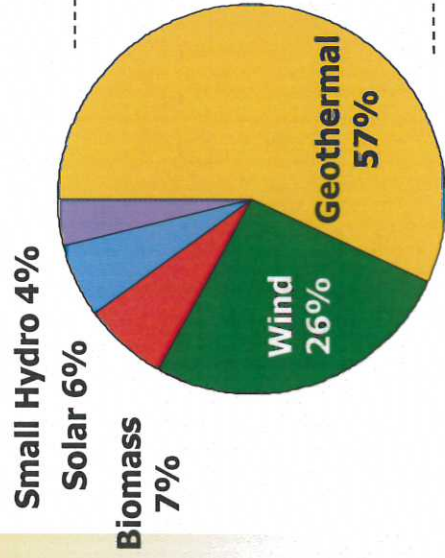
The electric power industry is poised to undergo unprecedented change driven by shifts in public policy and technological advances

- Alternative and renewable energy generation
- Distributed generation
- Utility scale storage, home storage and electric vehicles
- Digital controls and other “smart grid” applications involving smart meters
- Extension of electric system beyond the meter and home energy services

The Use of Renewables Will Grow

- SCE delivered 13.6 billion kWh of renewables in 2009, 17% of our total power deliveries
- Achieving 33% by 2020 will require us to double our purchases of renewables

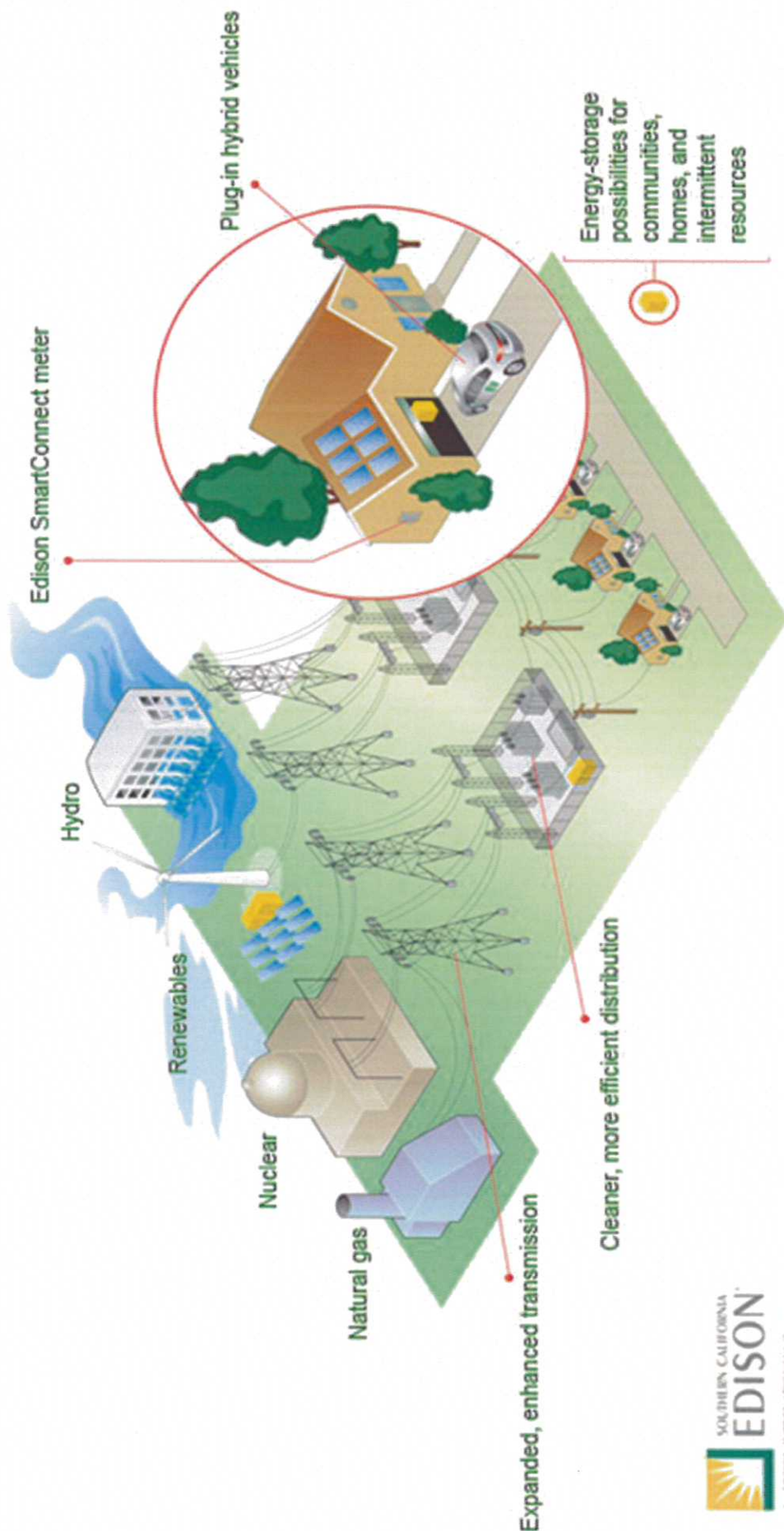
Renewable Resources
(billion kWh)



*Forecast

SCE's Smart Grid Vision

A cleaner, more diverse generation supply flowing through a smarter and more reliable electricity grid to serve customers who are using electricity more wisely, and in more ways, than ever before.



Edison SmartConnect™ Meters

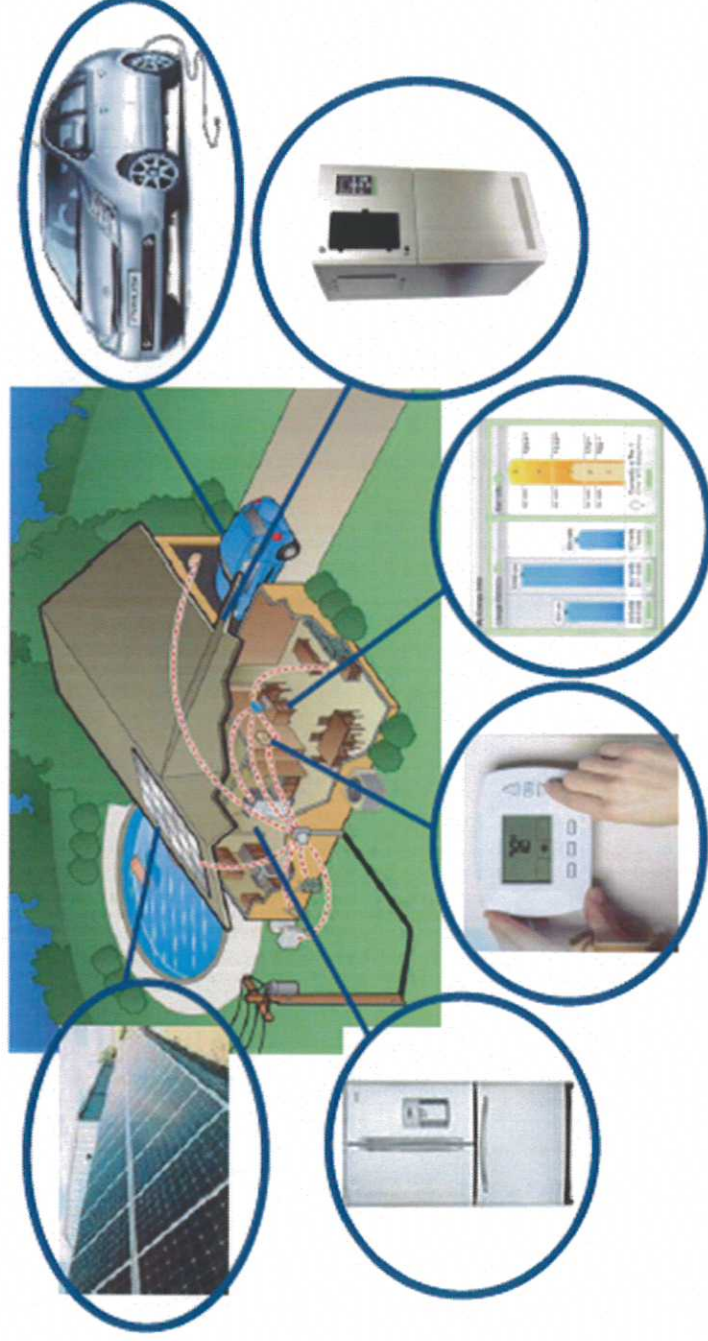
**One Millionth Edison
SmartConnect
Smart Meter
Installation**



**July 12, 2010
Redondo Beach, CA**

Smart Grid: The Connected Home

By 2020, in SCE's service area, there may be as many as 10 million intelligent devices linked to the grid providing sensing information and automatically responding prices/event signals



1. Includes smart meters, energy smart appliances and customer devices, electric vehicles, DR, inverters and storage technologies

Plug-In Electric Vehicles

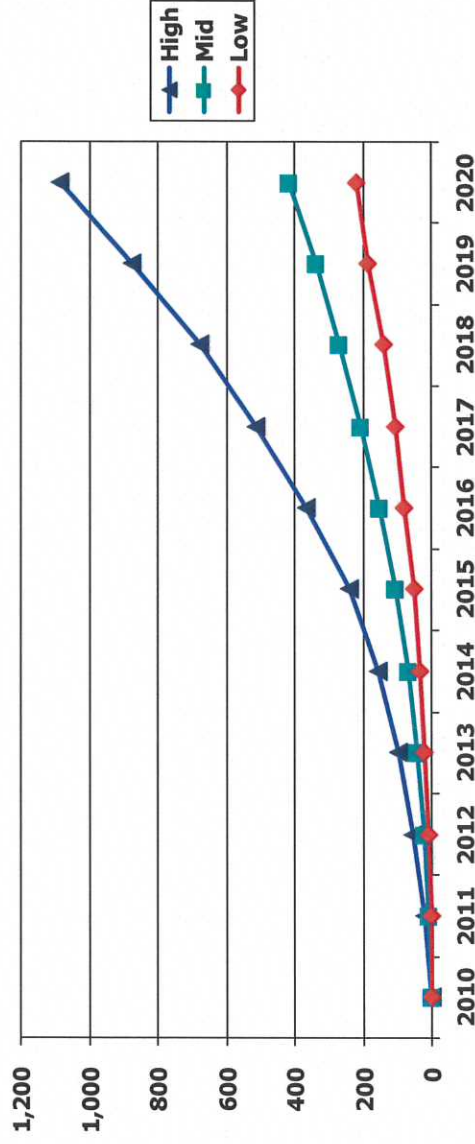


President Barack Obama visited SCE's Electric Vehicle Technical Center (EVTC) in March 2009

Cumulative Plug-in Electric Vehicles in SCE Service Area
(in thousands)

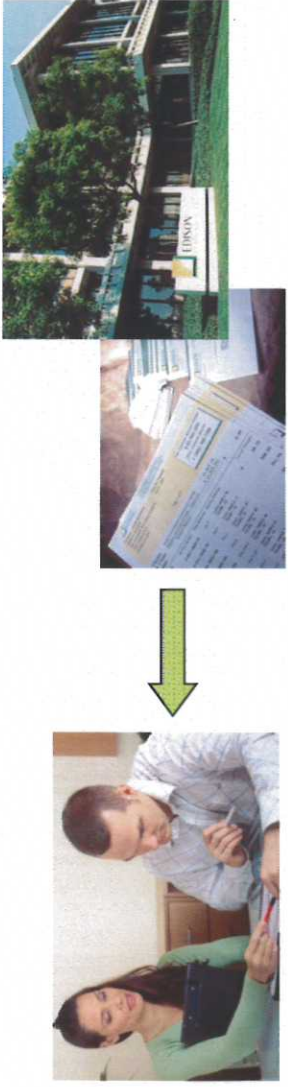


PHEV – Chevy Volt



NOTE: Includes both battery electric and plug-in hybrid vehicles
SCE forecast is based on 10 external forecasts

Evolving the Relationship Toward a Higher Level of Customer Engagement



Starting with this
(Monthly bill arrives after-the-fact)



This is where we're headed
(Daily cost/usage updates throughout the month)

Establish a Two-Way Continuous Engagement With Customers



Thank you!

