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FOR IMMEDIATE RELEASE:

May 26, 2009

**GOVERNOR MIKE BEEBE, THE ARKANSAS PUBLIC SERVICE
COMMISSION, AND THE ARKANSAS ECONOMIC DEVELOPMENT
COMMISSION'S ENERGY OFFICE INTRODUCE ENERGY EFFICIENCY
RADIO AND TELEVISION MESSAGES AND WEB PAGE**

(Little Rock) – Governor Mike Beebe, the Arkansas Public Service Commission (PSC), and the Arkansas Economic Development Commission's Energy Office (AEDC) conducted a news conference to introduce energy efficiency radio and television messages and a web page that provide information to utility customers regarding specific actions customers can take to conserve energy and use energy more efficiently. These educational measures are part of a group of energy efficiency and conservation programs authorized by the PSC and offered by the state's electric and natural gas utilities.

Governor Beebe stated "While alternative energies have a promising future in Arkansas, using electrical- and natural-gas energy more efficiently is also an important step toward energy independence," Governor Mike Beebe said. "Simple conservation steps are often overlooked as significant parts of the solution, and we can all contribute toward better using the energy we already have."

Paul Suskie, Chairman of the PSC stated "the Commission believes that energy efficiency and conservation programs are an important resource to meet the demand for

electricity and natural gas in Arkansas. It is important to educate Arkansans about the programs that are available and steps customers can take to use energy more efficiently and conserve energy.”

The radio and television messages are set to the music of the 1968 single “Tighten Up” by Archie Bell and the Drells, and the group is featured in the messages. The messages inform customers about steps they can take to tighten up their homes to conserve energy and use energy more efficiently. Those steps include adjusting the thermostat, replacing the filter on central air conditioning and heating systems, weather stripping around windows and doors, installing compact fluorescent light bulbs, installing insulation, caulking around windows and doors, and turning off lights and electronic devices when not in use. The messages also direct customers to obtain additional information from a new web page www.tightenuparkansas.org and a new toll free number 1-888-524-4567.

The web page will enable customers to obtain information about the specific energy efficiency and conservation programs the PSC has approved for each electric and natural gas utility. By using electricity and natural gas more efficiently, customers can reduce the rate of growth in demand for electricity and natural gas and postpone the need for the construction of additional electric generating facilities. These steps can, in turn, help slow the rate of increase in customers’ electric and natural gas utility bills.

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