



This issue's highlights:

- *KU's online customer service is available at your convenience 1-2*
- *Energy audits are FREE to commercial customers 3*
- *Opinions requested! Let KU know how service to businesses can be improved..... Reply Card*

Online services are *in-line* with small business needs

The owners of small businesses have it tough. They often serve as the accountant and sales department as well as the computer specialist, interior designer and plumber for their businesses. With thin profit margins and little energy-management expertise, they usually face a unique challenge in managing energy bills that change with the weather.

The business specialists of KU's Business Service Center (BSC) are very familiar with the challenges facing owners and managers of small and medium-sized businesses. We assist business customers Monday through Friday with services ranging from change of location to bill inquiries and investigation of power-quality issues. In this role of providing comprehensive assistance for businesses of every type, the BSC has noticed that, more than anything, businesses need fast service, electronic information and more flexibility in managing their utility bills.

In addition to providing dedicated customer service phone lines to commercial businesses (direct to the BSC without going through residential customer service), KU is rapidly expanding its online tools that small and large companies can use to conduct their energy utility business...

KU online services for businesses

Go to: www.lgeenergy.com/bsc/ku

Register: Click "new users sign-up" to register for online access to your account information, and to gain access to online billing, payment and other services:

- Start, stop or change service
- E-mail customer service:
bsc@lgeenergy.com
- Online viewing and paying of bills

- Online access to account history (current status, past usage, payments, etc.)
- Automatic Bank Club
- Summary Billing
- Lessor agreement for rental properties
- Builder/developer relations and service
- Customized products and services
- DSM Commercial Conservation Audit
- DSM Demand Conservation
- How to read your meter
- Industrial energy solutions
- Current rates—list and explanation

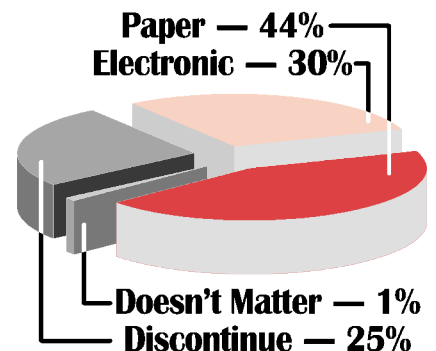
For further information or assistance in using online services, contact the BSC by phone or e-mail.

(See page 4 for contact information.)

Let us know if you prefer a "paperless" newsletter

A postage-paid reply card is included in this issue.

Throughout 2004, we'll continue to ask whether you would prefer an electronic version of the newsletter, or the paper version. If you have not already provided your opinion, we hope to hear from you. Here are the results of the survey thus far.



2004

Combining personal assistance and the Internet:

Define service by your own terms

Whether you are a new business, an existing business changing locations, or you need a change of service (or temporary service) due to an expansion of your facility, you can go directly to www.lgeenergy.com/bsc, and get your order processed quickly and easily. From beginning to end, you will have the choice of receiving materials by postal mail or e-mail, and you always have the option to call a BSC representative about your order.

Online account viewing and management

Once your service is established, you can conduct all of your usual utility business via the Internet by registering your account online. Here's how to get started:

1. Have one of your KU bills on hand. You will need to input your account and meter information as it appears on your bill.
2. Go to www.lgeenergy.com/bsc/ku, and click "new users sign-up" to register for online customer service.
3. Provide all of the required information in the registration process. TIP: It is best to use your e-mail name as your user name. For example, if your e-mail address is djones@business.org, use "djones" as your user name. Then make a note of the password that you select, as you will need it each time you login to the system.
4. Once registered, you can begin customizing your online service account with your own unique preferences.

Here are the basic services and options available for online customers:

- **View Bills: available upon registration.** View your current bill and past bills online just as they appear on paper.

- **Access to Account History: available upon registration.** You can view up to 12 months of your past payment and energy usage history, with a history of temperatures included.

- **Online Payment Via Checking or Debit/Credit: available as an option.** Choose to have your payments withdrawn automatically from your checking account on your due date (no charge), or make your payments by electronic check (no charge), or debit/credit cards (some service fees apply).

- **Specialized Billing and Account Management: available as options.** Reduce the time it takes to review and pay your monthly bills. Once you have registered your account online, here are some of the options available at no charge:

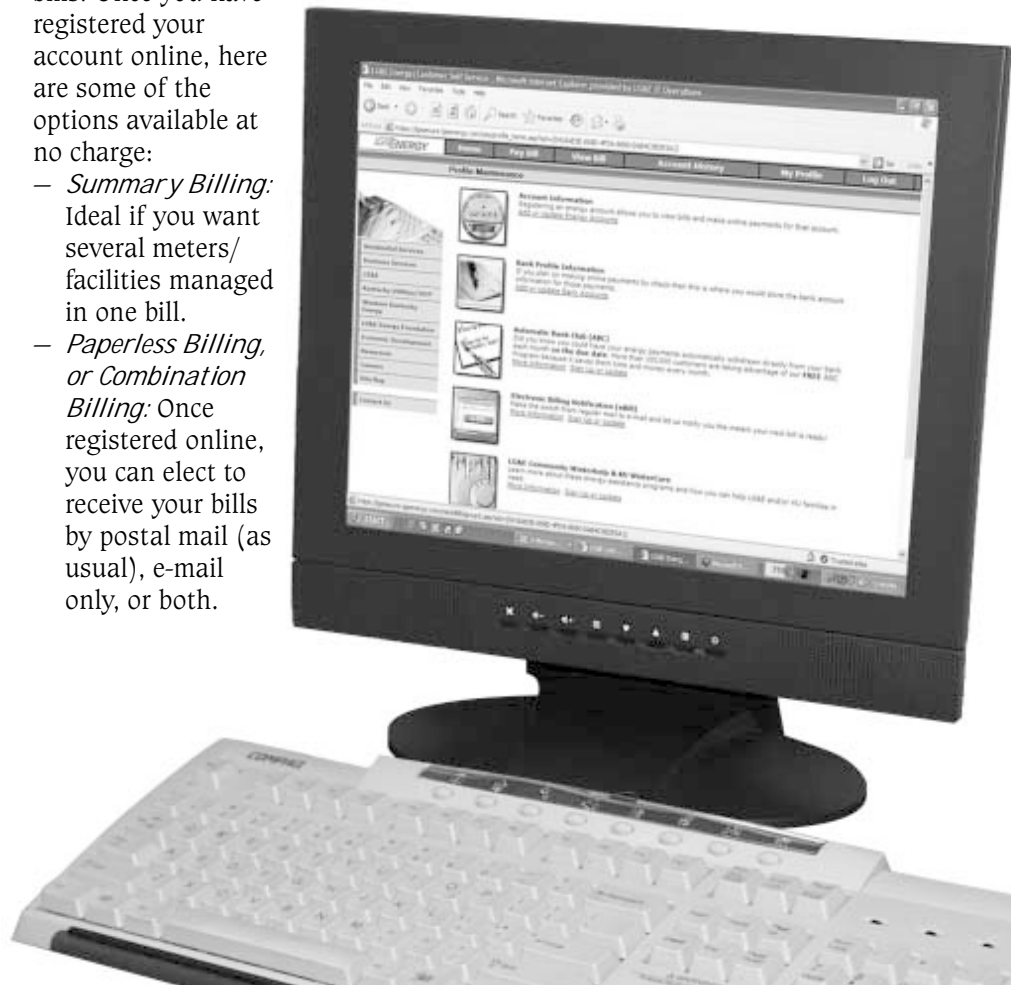
- **Summary Billing:** Ideal if you want several meters/facilities managed in one bill.
- **Paperless Billing, or Combination Billing:** Once registered online, you can elect to receive your bills by postal mail (as usual), e-mail only, or both.

- **Equalized Monthly Payments ("Budget Payment"):** Your payments may be "equalized" so that you pay the same amount every month.

- **Automatic Bank Club (ABC):** Have your payments automatically deducted from your checking account, electronically, on your payment due date.

- **Free services not requiring online registration.** When you visit www.lgeenergy.com/bsc/ku, you will see a number of services available to you, whether or not you register your account online.

Visit our site and see for yourself if our online services can save you time or money.



KU energy audits are free to most business customers

KU's Demand Side Management Department wants you to call today for a free audit, and let an efficiency expert tell you exactly where your valuable energy is being wasted.

The energy you purchase from KU can get away from you...wasted through insufficient insulation or other "leaks" in your facility that are not obvious to the eye. Low-efficiency lighting is one of the most common culprits of using too much energy for too little benefit.

We believe you should get what you pay for. We prefer, as you do, that all of your energy is used for its intended benefit. For that purpose, we want to help you earn energy-savings dollars that you can invest in the growth of your business.

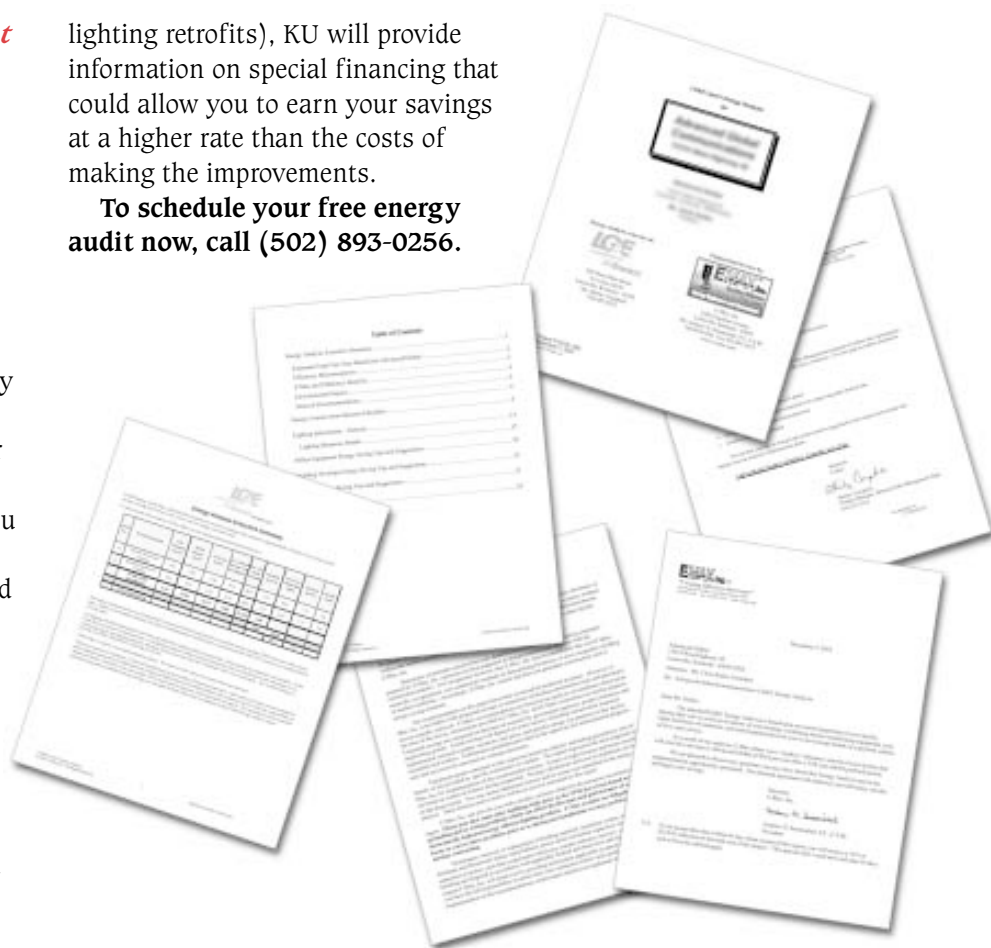
KU's Demand Side Management Department (DSM) concentrates on solving the wasted-energy problem with energy-efficiency programs that save money while also protecting the environment. It is DSM that offers professional energy audits at no cost to business customers who are on KU's General Service (GS) and Light & Power (LP) rates.

A thorough energy audit takes about two hours to perform, with an examination of lighting, heating, ventilation and air conditioning systems. The auditor will check the seals on windows and doors, and analyze the energy usage of your business over the past year. A comprehensive report will be sent to you within two weeks of the audit. The report will provide detailed findings of the sources of energy waste, as well as recommended improvements and an estimate of the savings those improvements will yield.

For any significant improvements recommended in the report (such as

lighting retrofits), KU will provide information on special financing that could allow you to earn your savings at a higher rate than the costs of making the improvements.

To schedule your free energy audit now, call (502) 893-0256.



The Survey Says...

We need your feedback to improve KU service to commercial businesses. Please use the attached reply card to let us know how we're doing, and what we could do better.

In the past, you may have read newspaper articles revealing that KU consistently ranks among the best of the utilities in the U.S. for customer satisfaction among business customers (according to J.D. Power & Associates). While we have enjoyed the high rankings and sincerely appreciate your votes of confidence, we want you to know we don't consider these rankings to mean that we can't improve our service. KU strives to always define customer satisfaction by customers' standards.

The needs of commercial businesses are extremely important to us, and we want to learn more about what we can do to help you grow and prosper as a business.

Please let us hear from you. Use the attached business-reply card to let us know how we can improve service to commercial businesses.

Thank you!

Energy Partners



Energy Partners is published by the Marketing Department of LG&E Energy. The purpose of this publication is to inform the commercial clients of KU on current affairs of the energy industry, and to heighten awareness of efficiency-based trends and products available to commercial clients.

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20'04

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for commercial customers:*

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