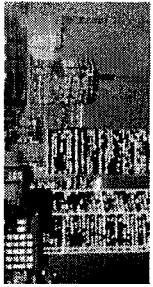


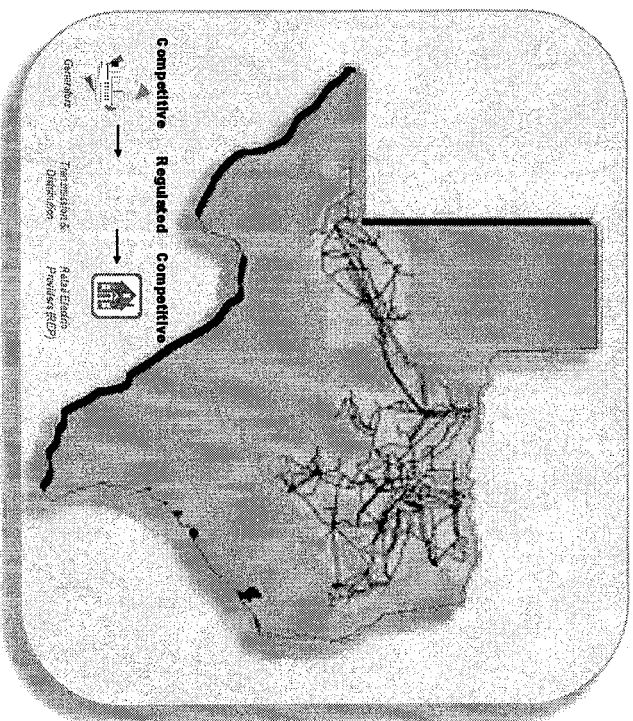
***Jim Greer, SVP Asset Management & Engineering  
Keeping the Lights on Today and Investing in the Grid  
for Tomorrow – August 24, 2010***

# Oncor at a Glance



## ➤ Texas' largest transmission and distribution utility - 6<sup>th</sup> largest in the U.S.

- Deliver electricity - *no generation; no retail service*
- Rates set by the PUC
- Serve 7.5M people
- 400 Cities and 91 counties
- Employ 3,400 Texans
- Majority independent board
- Pay over \$400 M in state taxes and franchise fees annually

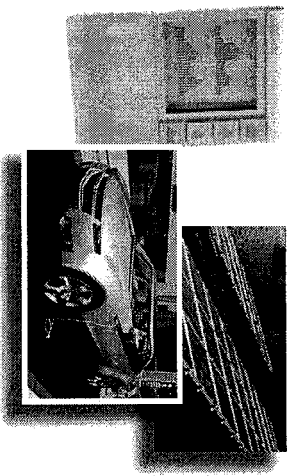


# Oncor's Smart Meters Replace 60-year-old Technology and Bring Electric Metering into the Digital Age



## BENEFITS

- Smart meters enable consumers to:
  - reduce usage and better manage bills
  - lessen environmental impact
  - better utilize distributed generation
- Easier outage detection - faster restoration



## PLAN

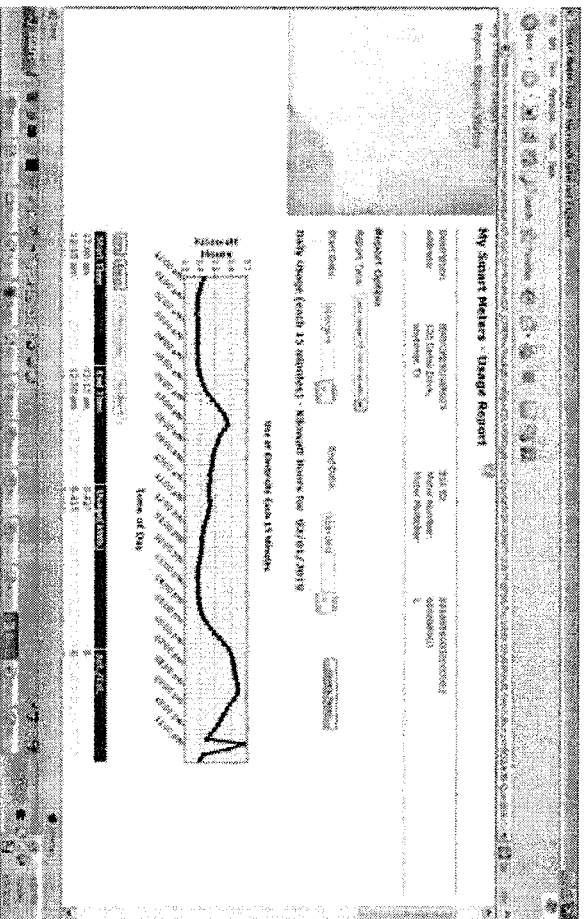


- 1.21 million out of 3.4 million meters installed to date; completion by the end of 2012
- Smart Texas consumer education program
- In-home monitors for low income consumers

***PUCT's comprehensive review confirmed smart meter accuracy.***

Legislative advertising paid for by Walt Jordan, Oncor Electric Delivery Company LLC, 1601 Bryan Street, Dallas, TX 75201 \* [www.oncor.com](http://www.oncor.com)

# New Energy Management Tools Provide Customers with Meaningful Information



15-minute usage information can be reviewed on the web portal



In-home energy monitors provide real time information

**Studies indicate energy consumption could be reduced by 5 – 15 percent.**

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# Customer Education is an Essential Component of our Smart Meter Deployment Plan



**SMART TEXAS**<sup>SM</sup>

rethinking energy



Focus is on benefits to  
the individual:

- Putting control in the hands of customer
- Ability to conserve energy
- How to use the technology

Target audiences  
include:

- Customers
- Retail electric providers
- Local and state officials
- Community-based outreach groups

Campaign emphasizes  
interactive touch/feel

- Mobile Experience Center in the communities we serve
- Host local site events across Oncor system to educate general public

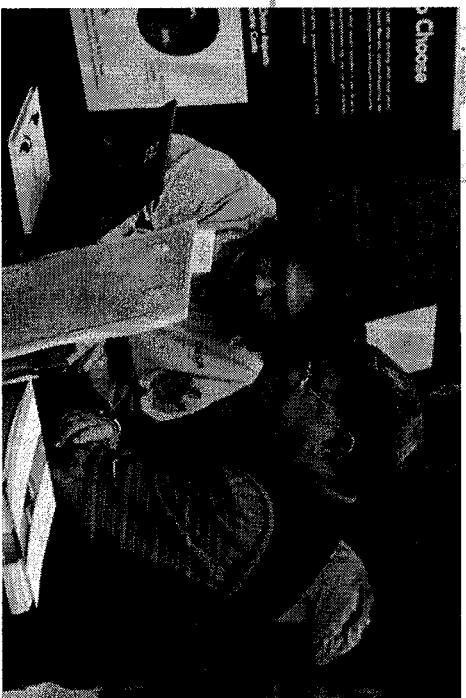
***Oncor has held 182 events with 56,336 visitors.***

# Ask Oncor. We Deliver. sm



**Ask Oncor launched to answer customer questions and provide information.**

**Website and 1-866 hotline currently being rolled out through print ads, social media and Ask Oncor events**




**"HOW DO I MAKE MY HOME MORE ENERGY EFFICIENT?"**

You've had questions about us and your electric service for quite a while. But who do you turn to for answers? You need an objective source that will listen to your questions and find answers. We can be that source.

Through our Ask Oncor program, you now have the opportunity to ask questions about Oncor, the Texas electric market and electricity in general and have an Oncor expert find the answer.

Simply visit [www.askoncor.com](http://www.askoncor.com) or call us at 1-888-875-6279.

**ASK ONCOR, GET AN ANSWER - IT'S THAT SIMPLE.**



ASK ONCOR [www.askoncor.com](http://www.askoncor.com)

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