

# DELIVERING POWER IN RURAL KENTUCKY

**ONE OF THE** benefits of living in the country is elbow room, giving us lots of space to enjoy things like farms, vegetable gardens, hunting, fishing and adventures in the great outdoors.

But when it comes to the electricity distributed by Jackson Energy, that elbow room means we serve an average of nine members per mile. The national average for co-ops is eight members per mile.

The big utilities that serve cities have far more people living on every mile of power line, and they receive a national average of five times more revenue per mile served than electric co-ops.

The large utilities gain more revenue per mile of electric line and can spread their costs over more customers. That suits the main goal of the large investor-owned utilities: profit.

Our goal at Jackson Energy is quite different: We exist to serve our members at the lowest possible cost. And even though we receive much less revenue per mile than other utilities, we're proud to serve rural communities across 15 Kentucky counties.

At Jackson Energy, we take great pride in being careful stewards of our resources, and we work hard to save our members' money. About 70 cents of every dollar of revenue that we receive buys electricity from our wholesale power supplier, and the rest goes toward operations, maintenance, interest and other normal costs of doing business.

We're also proud that we provide programs to help you reduce energy consumption to lower your bills. For instance, our Button-Up Program provides assistance to achieve a warmer, more energy-efficient home. Our new appliance recycling program offers free disposal of old, inefficient appliances.

We want you to learn more about these and other energy-saving programs on our website at [jacksonenergy.com](http://jacksonenergy.com). Any time you have questions, call our office at 1 800-262-7480.

Just like you, we love the elbow room of our rural communities. So, here is our ongoing promise to you:

We will continue to do everything we can to control operating costs, while continuing to provide you with affordable, reliable power.

