



PRESS RELEASE

For Immediate Release
Contact: Jem Brown
209-722-5761

Survey Shows MID Electric Service Customers Satisfied

Merced, California. Feb. 12, 2007. A recent survey commissioned by the California Municipal Utilities Association (CMUA) noted that Merced Irrigation District's electric service customer satisfaction is rated very high by its customers. "The survey asked 15 to 20 questions of our residential electric customers," said Jem Brown, Assistant General Manager for Energy Resources, Businesses and Resources Planning. "When it came to reliability, one of our key indicators, our customers said that we were doing a great job of delivering service without interruption." Brown noted also that the District's customers thought they were "keeping them informed about the District and their electric service while keeping electric prices down."

Brown stated that MID's electric service's high marks for reliability come from the fact that most of the distribution system is underground and fairly new so weather and traffic accidents are not problematic. Brown noted that in an overall value rating, MID was among the highest in the state. "The research firm adds together the respondents' answers to key satisfaction factors and develops an overall value rating," said Brown. "We're delighted that our customers are very happy with our service."

"Our system costs a little bit more," said Brown, "but it is paying off in high customer satisfaction levels. Our goal is to keep it that way."

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Background

The Merced Irrigation District began serving retail customers in 1996 but has been the wholesale power business since 1927 under long term contracts to PG&E. The District currently serves over 8,000 customers and is the 25th largest utility in California. It maintains three substations, Pioneer, Castle and Cooper which step down the voltage of the electricity from the transmission lines to over 40 miles of distribution lines that carry power to customers. For information, call Jem Brown at 209 – 722-5761. For more information about the District and its services, please visit www.mercedid.org.