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## **MID Electric Services Energizes First Shopping Center Retail Customers**

### **Sam's Food City Shopping Center in Livingston Switches on Savings of Low-Cost MID Power**

MERCED, Calif. – Stores in the Sam's Food City shopping center in Livingston were energized with Merced Irrigation District Electric Services power Wednesday morning, becoming the competitive energy provider's first retail customers.

"MID is dedicated to offering eastern Merced County a local choice in power providers that keeps economic benefits in our own communities," said Garith Krause, MID's Assistant General Manager, Finance and Electric Services. "The availability of competitive power should attract new businesses, bringing jobs and opportunity to the area."

In addition to Sam's Food City, Livingston Chiropractic, Ostioneria-Mayrita Restaurant, Gene-O's Pizza and Triny's Beauty Salon are receiving the benefits of MID low cost power and excited about the switch.

MID is delivering power at rates 20 to 30 percent lower than those offered by existing utilities.

Albert Lowe, Owner and Vice President of Sam's Food City, located on Livingston/Cressey Road, said the transition to MID power Wednesday went smoothly.

"I'm tickled to death," said Lowe. "Anytime you can reduce a fixed expense it makes you more competitive, and it's great to have a choice in utility providers. The monopoly is gone."

Krause said MID is teaming up on the project with Turlock Irrigation District, which provides service and maintenance for the power distribution system.

"TID has one of the best reliability records in California, and they're on-call 24 hours a day to provide service to our customers," Krause said.

More than 100 potential customers in Eastern Merced County have expressed interest in connecting up with MID Electric Services, said Cesar Ancheta, Manager of Business Development for MID.

"It's exciting. It shows we're on track for making MID a success in the electric utility business," said Ancheta.

In addition to the Sam's Food City shopping center, MID also provides power in Livingston to Foster Poultry Farms, the City of Livingston and local schools.

Livingston will be the starting point for MID's 33-mile power distribution system, which is designed to deliver reliable, low-cost power to parts of Atwater, Winton, Merced and the entire Castle Airport Aviation and Development Center.

Construction of the first phase of the system from Livingston to Castle, is scheduled to begin in February, with completion set for the end of this year.