

NEWS RELEASE

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Santee Cooper blog debuts

MONCKS CORNER, S.C. — Santee Cooper has entered the blogosphere, offering customers and stakeholders a new way to keep up with their state-owned utility. Available at <http://blog.santeecooper.com>, the Santee Cooper blog will be a timely and interactive source of news, notes, tips and tidbits.

“Our hope is this blog will foster a two-way dialog,” said Laura Varn, vice president of corporate communications. “We take customer service very seriously at Santee Cooper, and it is our ambition that this blog will become an indispensable tool for our customers and stakeholders.”

Contributors include Jay Hudson, manager of environmental management; Ed Bodie, manager of retail services; Ken Sandiford, manager of customer care; as well as Nicole Aiello and Kevin F. Langston from corporate communications. Topics covered so far include energy-saving tips, environmental issues, history of the Santee Canal and customer service.

In addition to this blog, Santee Cooper communicates through a corporate Twitter feed (<http://twitter.com/santeecooper>), YouTube pages for Santee Cooper Green (<http://www.youtube.com/SanteeCooperGreen>) and Reduce the Use (<http://www.youtube.com/ReducetheUse>), as well as an RSS feed of its news releases (available from Santee Cooper’s homepage). Santee Cooper is also developing a mobile website, which it hopes to launch in the coming months.

“Customers are engaging businesses in entirely new and mobile ways,” Varn said. “We recognize the importance of adopting these new media tools to connect with our customers on their terms. We look forward to reading the comments, tips and suggestions that they offer us in return.”

Santee Cooper is South Carolina’s state-owned electric and water utility, and the state’s largest power producer. The ultimate source of electricity for 2 million South Carolinians, Santee Cooper is

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dedicated to being the state's leading resource for improving the quality of life for the people of South Carolina. For more information, visit www.santecooper.com.