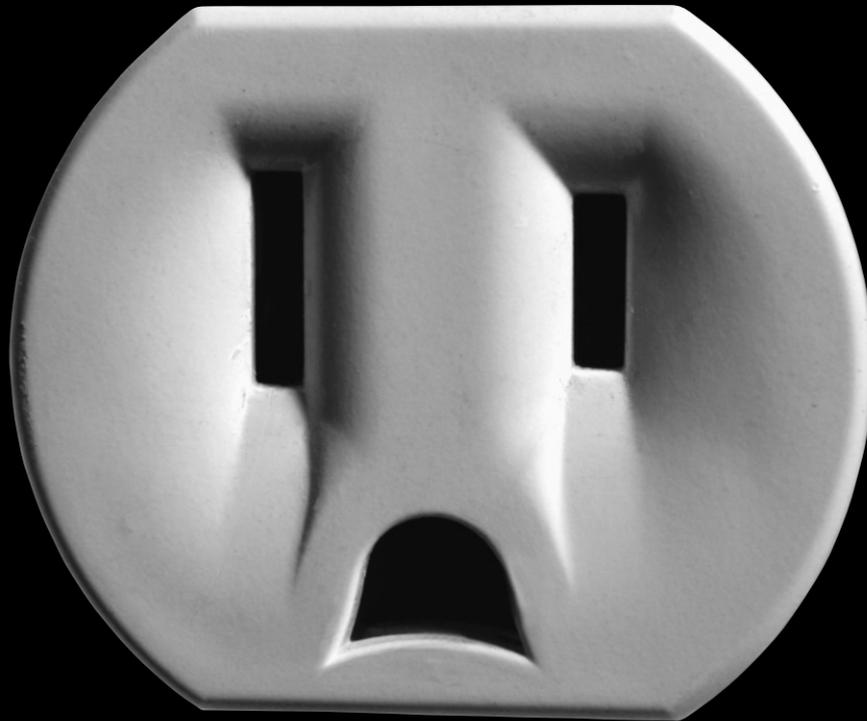


Sad Socket Gets Smart



You'd be sad, too, if you were leaving your customers in the dark

WHAT YOU DON'T KNOW ABOUT ELECTRICITY PRICING IS COSTING YOU. Electricity costs vary by the minute, but most utilities charge the same price no matter when you turn on the power. This takes choice out of your hands. And you're left footing the bill for an obsolete system that contributes nearly 40 percent of our country's CO₂ emissions.

TIME-OF-USE PRICING AND "SMART" METERS SAVE MONEY AND ENERGY by telling you when it's most costly to run industrial machinery – or your clothes dryer. Studies show that given the option and the technology, consumers

use less electricity, which means less pollution and lower utility bills.

But **MOST STATE REGULATIONS DISCOURAGE CONSUMER CONTROL.** Instead, they compensate utility companies for selling you more electricity, regardless of efficiency and quality. Make Sad Socket smile. Join the Galvin Electricity Initiative in demanding state policies that reward utilities for offering customers smart meters and time-of-use pricing. Tell your elected officials and regulators that knowledge is power, and that power belongs to you.

A NEW INDUSTRY IS IN THE MAKING.

Former Motorola chief Robert W. Galvin is leading and funding the Galvin Electricity Initiative to transform the nation's electric power system using a new business model and modern technical design. Once installed, it will not fail the end-user. All of the Initiative's ideas are available to private entrepreneurs.

Plug into the new **PERFECT POWER SYSTEM.**
Learn more at www.galvinpower.org/socket



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