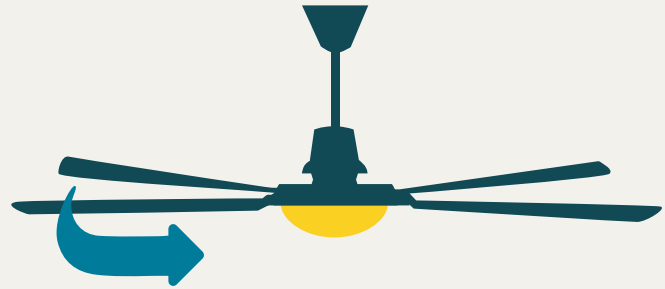


PSO POWER PLAYS COOLING

Powerful tips to help you reduce energy use and beat summer cooling costs.

Put the chill on cooling bills.

Heating and cooling account for about **50% of a typical home's energy costs**. Use these simple tips to stay cool for less. They'll have your monthly bill looking a whole lot sweeter.

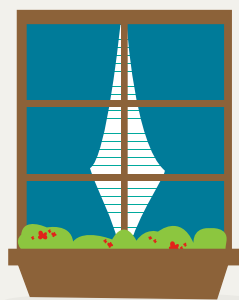
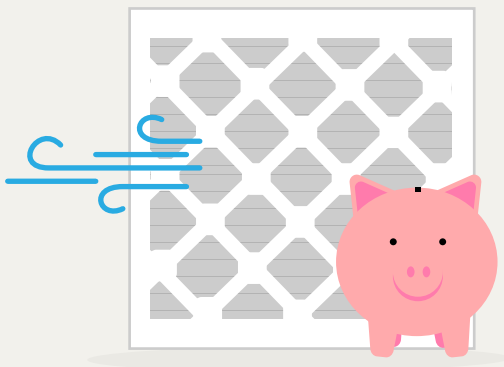


Give ceiling fans a whirl.

Ceiling fans save money by pulling cold air up from the floor and across your body. To get the biggest benefit, turn your thermostat up by 10 degrees and set fans to spin counterclockwise. And remember, ceiling fans cool people, not rooms. So be sure to turn them off when you leave the room.

Change filters to save a chunk of change.

Clean or install new HVAC filters every month or two for maximum efficiency. Clean filters take the strain off your AC unit, which **saves you money and keeps you cool**.



Don't blow your cover.

Close window coverings such as curtains, blinds and drapes to block sunlight and **keep heat out of your home**.

Get re-leaf with a shade tree.

Shade trees can cut summer **cooling costs up to 35%**. For best results, plant large, deciduous trees on the east, west, and south sides of your home. Make sure to plant them away from power lines.



Get with the program.

Install a programmable thermostat and set the temperature higher while you're sleeping or away. According to ENERGY STAR®, a programmable thermostat can **save about \$180 per year**.

We've got some cool tools for you.

Analyze your usage at **PowerForwardWithPSO.com**.

Watch as your utility bill goes down and your home's comfort goes up!



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