

Oregon Blue Sky Program

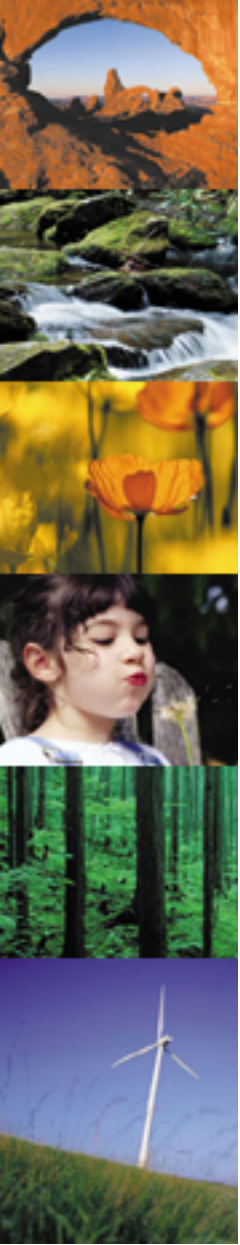
QTR4-2008 Update



Oregon Portfolio Options Committee Meeting
February 6, 2008

Recent program activities

- Provided RECs to offset holiday light displays in Portland, Hood River, Albany, Corvallis, Grants Pass, Bend, Redmond, Madras, Prineville and Seaside
- October bangtail promoted the Blue Sky program
- Targeted direct mails were mailed in October and November
- Forecast newsletter distributed to all Blue Sky customers in their bill in October
- Ongoing outreach in Central and Southern Oregon, Portland, and the Willamette Valley including partnerships with the Corvallis Environmental Center, presence at local film festivals, storefront tables



Current & upcoming activities

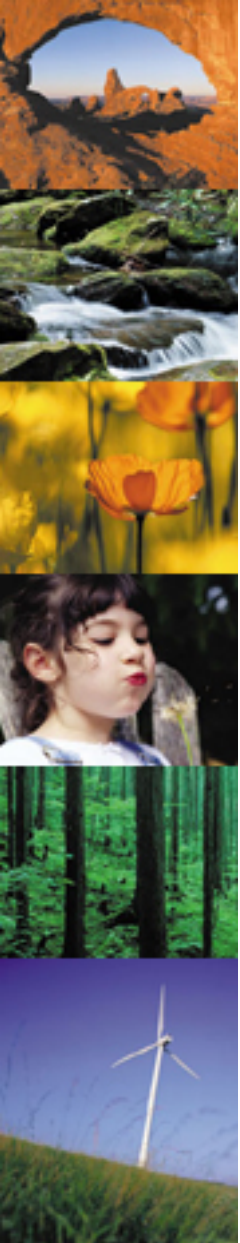
- January and February bangtails
- Sending all Blue Sky customers their personalized 2008 Blue Sky support details via a annual report card letter
- Keeping in touch with Blue Sky customers by including a special thank you message on their billing statements once a quarter
- Klamath Falls business outreach focus and community challenge
- Portfolio Options Education Mailing (March and April)
- Targeted direct mails to non-participants
- Targeted emails to non-participants
- Ongoing outreach at area events and storefronts
- Joint business partner outreach
- Participant newsletter

Community Funded Projects in Oregon

- Two Oregon community-based projects that received funding came on-line in 2008 - White Oaks Farm & Education Center – Williams, OR – 7.92 kw solar array; Mountain Laurel Lodge – Bend, Oregon – 7.92 kw solar array.
- Information about 2009 process is now available on the Web:

<http://www.pacificpower.net/b>

applications March 9 through



Blue Sky™ customers and Pacific Power's continued contribution to renewable energy

BLUESky
renewable energy

With our state-of-the-art technology, Blue Sky™ solar customers generate renewable energy around the clock, 24 hours a day, 365 days a year. This means that customers can enjoy the benefits of clean, renewable energy around the clock, 24 hours a day, 365 days a year.

Blue Sky™ customers have the opportunity to enjoy the benefits of renewable energy in the comfort of their homes. With our state-of-the-art technology, Blue Sky™ customers can enjoy the benefits of clean, renewable energy around the clock, 24 hours a day, 365 days a year.


Blue Sky success

- Blue Sky™ customers have the opportunity to enjoy the benefits of renewable energy in the comfort of their homes.
- Blue Sky™ customers can enjoy the benefits of clean, renewable energy around the clock, 24 hours a day, 365 days a year.

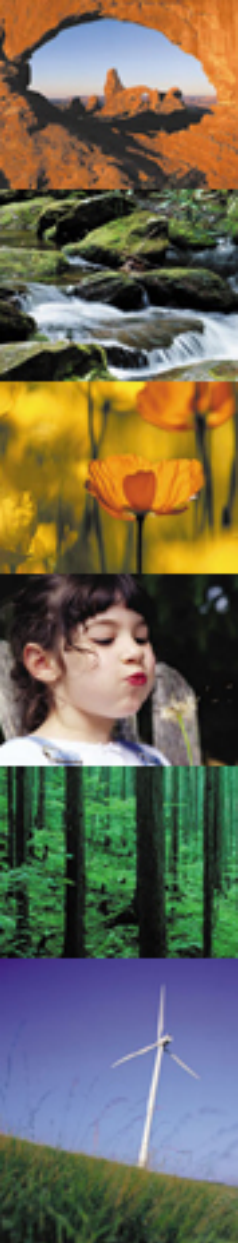
Pacific Power's commitment to a sustainable energy supply.

Renewable energy is a clean, sustainable energy source that can help reduce greenhouse gas emissions and improve air quality. Pacific Power is committed to providing clean, renewable energy to our customers.

Blue Sky™ customers can enjoy the benefits of clean, renewable energy around the clock, 24 hours a day, 365 days a year.



PACIFIC POWER
Let's turn the power on.



Top 2008 Enrollment Drivers

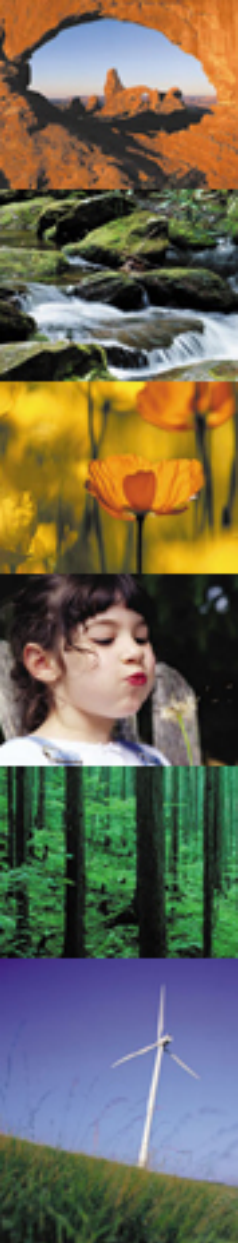
- Bangtails
- Direct Mail
- Education Mailing
- Event & Outreach

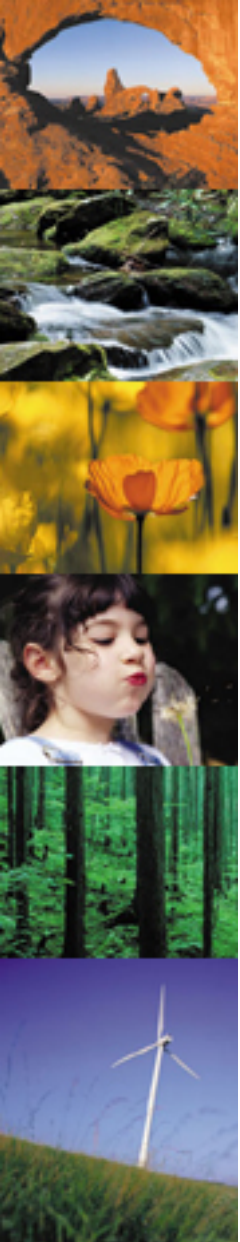
Residential Customer Participation Rates

Select Communities

- Talent—12.4%
- Williams—11.1%
- Portland—17%
- Jacksonville—11.6%
- Hood River—14%
- Corvallis—15.6%
- Cannon Beach—13.3%
- Bend—12.7%

Oregon Residential Participation Rate: 7%





New Enrollments January 1 2008 through December 31, 2008												
Commercial and Residential Combined												
Market Channels							Enrollment Numbers					
	Bang Tail	Direct Mail	New Accounts	Event/ Outreach	Web/ Mass Media	Education Mailing	Other/ Unknown	New Enrollments 2008	Total Active	Churned 2008	Penetration Rate	Kilowatt-Hours 2008
Usage	966	681	404	762	72	927	603	4,415	21,099	1,623	3.84%	193,370,595
Habitat	282	264	94	75	23	146	106	990	4,741	256	0.86%	47,288,528
Block	461	689	330	159	20	305	481	2,445	8,637	1,540	1.57%	83,911,900
Time of Use								-	1,688		0.31%	
TOTAL	1,709	1,634	828	996	115	1,378	1,190	7,850	36,165	3,419	6.58%	324,571,023
Residential (Schedule 4) Only												
	Bang Tail	Direct Mail	New Accounts	Event/ Outreach	Web/ Mass Media	Education Mailing	Other/ Unknown	New Enrollments 2008	Total Active	Churned 2008	Penetration Rate	Residential Customers Served
Usage	938	658	403	735	69	924	578	4,305	20,422	1,585	4.44%	459,802
Habitat	269	260	94	72	22	145	101	963	4,582	244	1.00%	
Block	430	650	326	140	20	305	470	2,341	8,204	1,456	1.78%	
Time of Use								-	1,329		0.29%	
TOTAL	1,637	1,568	823	947	111	1,374	1,149	7,609	34,637	3,285	7.51%	
Commercial Only												
	Bang Tail	Direct Mail	New Accounts	Event/ Outreach	Web/ Mass Media	Education Mailing	Other/ Unknown	New Enrollments 2008	Total Active	Churned 2008	Penetration Rate*	Commercial Customers Served
Usage	28	23	1	27	3	3	25	110	677	38	0.75%	90,201
Habitat	13	4	-	3	1	1	5	27	159	12	0.18%	
Block	31	39	4	19	-	-	11	104	433	84	0.48%	
Time of Use								-	359		0.40%	
TOTAL	72	66	5	49	4	4	41	241	1,628	134	1.80%	

* Penetration rate for customers that are only available for the Usage/Habitat Option (Small Commercial)

	New Enrollments 2008	Total Active	Penetration Rate	*Small Commercial Served
Usage	110	677	0.89%	75,748
Habitat	27	159	0.21%	