

From: Simon, Timothy A.  
Sent: 6/4/2011 4:55:27 PM  
To: Cherry, Brian K (/O=PG&E/OU=CORPORATE/CN=RECIPIENTS/CN=BKC7)  
Cc:  
Bcc:  
Subject: Re: You've Made SEPA's Top 10!

Congratulations! Hopefully your "crackshot" PR team can leverage this in your service territory. Is Cox evaluating that group?

Regards,

**From:** Cherry, Brian K [mailto:BKC7@pge.com]  
**Sent:** Friday, June 03, 2011 04:07 PM  
**To:** Simon, Timothy A.  
**Subject:** FW: You've Made SEPA's Top 10!

### **Good news**

**From:** Rubin, David  
**Sent:** Friday, June 03, 2011 3:31 PM  
**To:** Burt, Helen; Wan, Fong; Bottorff, Thomas E; Pruett, Greg S.; Malnight, Steven; Loduca, Janet C.; Bedwell, Ed; Kuga, Roy M; Kline, Steven L.; Cooper, Shawn  
**Cc:** Berman, Janice S; Lokey, Felecia K; Daley, Erin; Zambrano, Saul; Priest, Helen; Yip, Andrew; Johnson, Aaron; La Flash, Hal; Foley, Beth; Affonsa, Deborah  
**Subject:** FW: You've Made SEPA's Top 10!

Helen et al: The Solar Electric Power Association (SEPA) will soon be announcing its 2010 "Top 10" awards for utility solar integration. As you can see from the note below, PG&E ranked #1 for Annual Solar MWs, and #5 for Annual Solar Watts/Customer. In 2009, we ranked #1 and #7, respectively.

Attached to this note are the Executive Summary from the Report and SEPA's press release, both of which will be made public next Thursday. Additionally, they've included templates for our own press release(s), should we choose to issue any (they only request that we wait until next Friday).

Please let me know if you have any questions.

Thanks,

David

**From:** Stuart Raper [mailto:sraper@solarelectricpower.org] **On Behalf Of** Julia Hamm  
**Sent:** Friday, June 03, 2011 1:40 PM  
**To:** Rubin, David  
**Subject:** You've Made SEPA's Top 10!

Dear David,

Congratulations.

On behalf of the Solar Electric Power Association (SEPA), I am pleased to notify you that your utility has been ranked as one of the country's leading utilities for integrating solar into your energy portfolio in 2010. The 2010 SEPA Utility Solar Rankings report will be released June 9 announcing that Pacific Gas and Electric ranked 1<sup>st</sup> in the Annual Solar Megawatts category and 5<sup>th</sup> in the Annual Solar Watts-per-Customer category.

Let me congratulate you for your leadership in recognizing that investment in solar power can bring value to your customers, your utility and our society.

SEPA's plans for the report's release include:

The full report will be available online June 9 at [www.sepatop10.org](http://www.sepatop10.org). It will include additional discussion of the national rankings, an analysis of the Top 10 utilities' cumulative solar portfolios, and rankings by region (West, Central and East) and utility-type (IOU, Muni, Co-op).

To further SEPA's educational mission of helping utilities integrate solar, we acknowledge and 'celebrate' the accomplishments of all Top 10 utilities by promoting the rankings through media relations and advertising in industry trade and business publications. A copy of the report's Executive Summary and SEPA's press release, which will be released to the media on Thursday, June 9, are attached as PDFs.

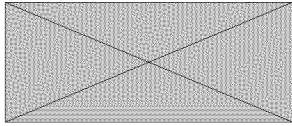
We would also like to offer our support in informing your own stakeholders of your accomplishment. Attached are two press release templates to use with your local press contacts. Our only request is that you not release any of the attached ranking materials and data until Friday, June 10 or later.

If you or your communications staff have any questions about the survey, please contact Mike Taylor, SEPA's Director of Research at [mtaylor@solarelectricpower.org](mailto:mtaylor@solarelectricpower.org). For questions about public relations support or promotion, contact Don Lintvet, SEPA's Vice President of Outreach at [dlintvet@solarelectricpower.org](mailto:dlintvet@solarelectricpower.org).

Also please plan to join us for a presentation of the SEPA Utility Solar Rankings' awards during SEPA's annual Utility Solar Conference, at the Hard Rock Hotel in San Diego, July 26-27. For more information about USC see [www.utilitysolarconference.com](http://www.utilitysolarconference.com).

Once again, congratulations.

Warm regards,



Julia Hamm

President and CEO

Solar Electric Power Association