

From: Florio, Michel Peter
Sent: 7/15/2011 6:31:05 PM
To: Cherry, Brian K (/O=PG&E/OU=CORPORATE/CN=RECIPIENTS/CN=BKC7)
Cc:
Bcc:
Subject: RE: KGET.com: Mall Manages to Keep Doors Open

Yes, excellent!! And if they went under the whole bill would end up being uncollectible. Good business and good PR -- are you sure this is PG&E?? ;-)

From: Cherry, Brian K [mailto:BKC7@pge.com]
Sent: Fri 7/15/2011 2:09 PM
To: Florio, Michel Peter
Subject: FW: KGET.com: Mall Manages to Keep Doors Open

Mike - thought you might like to hear some good news stories.

From: News Flash
Sent: Thursday, July 14, 2011 8:34 PM
Subject: KGET.com: Mall Manages to Keep Doors Open

A Bakersfield mall remains open after PG&E worked closely with the customer on payment plan for past due billing. Spokesperson Redacted was quoted.

Mall Manages to Keep Doors Open

KGET.com (NBC - Bakersfield), July 14, 2011

Teenagers enjoy the East Hills Mall arcade.

It's a place where they stretch their summer dollars. "I come here for the arcade and I like shopping here it's not expensive," says Janet Vega.

The East Hills Mall dodged a major inconvenience on this day July 14th. Mounting power and electricity bills put the mall in jeopardy of operating in the dark. Mall owner Nick Danesh says he paid \$10,000, Wednesday and will pay \$10 thousand more Thursday. It's part of payment agreement with Pacific Gas and Electric. "We understand these difficult economic times and with PG and E. We're very sensitive to the needs of our customers and we will always work with them, when they have a difficult time with paying their bill at any time. And this is another example of doing that," says PG&E spokesperson Redacted.

Ken Mattlin of KMA Sunglasses and more says it was good day at work. "We're satisfied with

the cooperation with the other tenants and with PG&E themselves with trying to work with management. And management has tried very hard."

The mall owner will start charging merchants a common area maintenance fee, in addition to their regular rent to help during these tough economic times. The Organista family came out for ice cream to support business. "Half the businesses here are running on half power, half the lights are off, we are coming here to show our support and hopefully keep hope alive."

The mall now has a nearly \$100-thousand balance with PG&E. Merchants are trying to stay positive. "I guess the wording is it is what it is we try to do the best we can and we hope we are on the winning side."

PG&E is planning an audit. The goal is see how this mall is consuming energy. PG&E will show the owner energy efficient ways to keep the bills down.