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Cc:  
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Subject: CPUC Reminds PG&E's Small-and Medium-Sized Business Customers of Time-of-Use Rates Coming in November: CPUC Press Release

**FOR IMMEDIATE RELEASE  
RELEASE**

**PRESS**

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**CPUC REMINDS PG&E'S SMALL- AND MEDIUM-SIZED BUSINESS  
CUSTOMERS  
OF TIME-OF-USE RATES COMING IN NOVEMBER**

SAN FRANCISCO, June 12, 2012 - The California Public Utilities Commission (CPUC) today reminded small- and medium-sized business customers of Pacific Gas and Electric Company (PG&E) that new pricing plans will be in effect in November, enabling businesses to save money by shifting the times in which they use the most electricity.

As PG&E begins to contact small- and medium-sized businesses about the new rate plans, the CPUC offers this reminder to businesses that starting in November, conserving energy during the afternoon can save on electric bills. The CPUC has emphasized the need to transition non-residential customers to time-of-use rates in order to better align prices with the real cost of producing electricity. Under time-of-use pricing, costs are lower when the demand for energy is also low - typically during mornings, evenings/nights, weekends, and holidays. Conversely, rates are higher during periods of high demand – typically afternoons.

“Businesses that take advantage of time-of-use rates have the ability to lower rates by conserving during certain times of the day,” said CPUC President Michael R. Peevey. “Conserving even a small amount of energy during afternoon peak demand can lower costs. It also helps our environment by reducing the need for utilities to buy power from fossil-fueled power plants and increases the reliability of the state’s electric grid.”

In ongoing proceedings before the CPUC, Southern California Edison and San Diego Gas & Electric have proposed to transition non-residential customers to time-of-use rates in October 2012 and March 2013, respectively. Many large commercial, industrial, and agricultural customers of all of the state's investor-owned utilities already utilize time-of-use rate plans.

Small- and medium-sized business customers of PG&E are encouraged to call the utility's dedicated Time-Varying Pricing information line at 800-987-4923, or visit [www.pge.com/tvp](http://www.pge.com/tvp) for more information.

For more information on the CPUC, please visit [www.cpuc.ca.gov](http://www.cpuc.ca.gov).

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