

NEWS RELEASE

For Immediate Release

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SECO CEO Receives National Award ***Duncan Wins for Leadership in Communication***

MARCO ISLAND, FLA. – James P. Duncan, chief executive officer of Sumter Electric Cooperative (SECO) has won the **2007 J.C. Brown CEO Communication Leadership Award** conferred by the electric co-op industry's Spotlight on Excellence Awards program.

Duncan was recognized today during the annual conference for co-op CEOs from across the nation held by the National Rural Electric Cooperative Association (NRECA). The award honors a CEO who advances communication in the electric cooperative industry.

Only one such award is made each year to a CEO from one of the nearly 1,000 electric cooperatives across the country. Duncan was cited specifically for “demonstrating a clear understanding of and commitment to the strategic role of communication in employee, member and community relations.”

The panel of judges consisted of communication and management experts in academia as well as from business and industry, including electric co-op utilities. They emphasized the manner in which Duncan has integrated two-way communication into SECO's daily operations, its interactions with co-op member/customers, and for proactive community service and consumer advocacy.

In accepting the award from NRECA CEO Glenn English and other co-op representatives, Duncan said, “I am deeply appreciative of this honor. I firmly believe that good communication is vitally important to the success of any business and it is particularly critical for member-owned electric cooperatives. It leads to open and honest dialogue and that results in a high customer satisfaction ranking.”

SECO recently received one of the highest scores in the nation on the American Customer Satisfaction Index for electric utilities.