

NEWS RELEASE

For Immediate Release

Sumter Electric Cooperative, Inc.

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SECO Members Grade Their Co-op

Sumterville, FL – SECO members recently got to voice their opinions on their Co-op's performance during 2009. A comprehensive customer satisfaction telephone survey was conducted in late November and December and the results have now been tabulated. The bottom line is that the members gave the Co-op a great report card.

The survey, conducted annually on behalf of SECO by the National Rural Electric Cooperative Association, lets SECO officials know what is on their member/consumers' minds and how well they think their utility is being run.

Barry Bowman, SECO Director of Corporate Communications, said, "A statistically valid sample of members in Marion, Lake, Citrus and Sumter counties were surveyed. Overall, members continue to think very highly of their cooperative with a mean overall satisfaction rating of 8.92 on a 10-point scale with seven in ten members giving ratings of 9 or 10."

Bowman noted that the co-op scored very highly on having courteous and friendly employees, having accurate and understandable bills, supporting the local community, being environmentally sensitive, minimizing longer outages and restoring power quickly after an outage, keeping members informed, and delivering good value for the money to name a few of the categories.

Another measurement which was contained within the survey was a series of questions that compare SECO to other types of companies who seek to rate themselves on the nationally recognized American Customer Satisfaction Index (ACSI).

"Again," said Bowman, "SECO's ACSI score of 85 was one of the highest in the industry and ranked higher than the average for the nation's Touchstone Energy co-ops, the ranked investor-owned electric utilities in Florida, and was 11 points above the electric industry average of 72. We also scored higher than PepsiCo, Target Corporation, Nike, Verizon, DirecTV and others who are not in the electric industry."

"We appreciate the input of our members. Their thoughts help us stay on top of what is important to them. For our part, we pledge to continue to provide them with the most reliable and lowest cost electricity possible while not losing sight of the high premium our members place on customer service," he concluded.

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