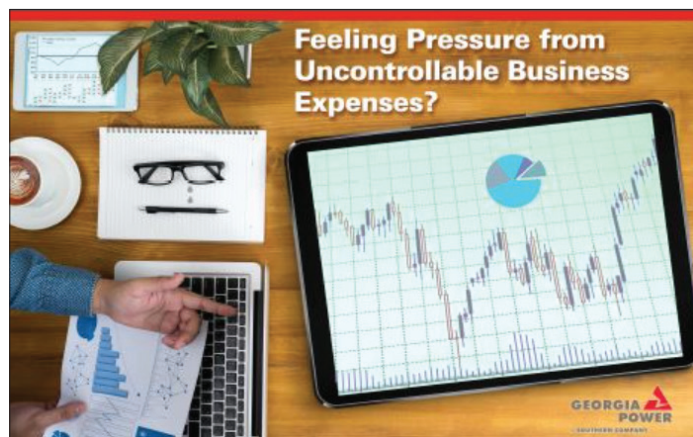


Company expands FlatBill rate to business customers

FRIDAY, JULY 29, 2016 - Georgia Power's business customers now have the option to enroll in the new FlatBill® GS (general service) rate. Like the residential version of FlatBill, the GS version offers eligible business customers a guaranteed monthly electric bill for a full 12 months.

This expansion of FlatBill is part of the marketing and sales organization's ongoing efforts to develop and deploy products and services to meet our customers changing needs.

"The FlatBill GS rate was a natural extension of the FlatBill program because it is already part of our existing tariff, and we know it increases customer satisfaction," said Latanza Adjei, vice president of sales.



Direct mail campaign advertising FlatBill GS to business customers.

With the success of the residential FlatBill rate, it makes a lot of sense to expand the program to the business market, said Greg Roberts, vice president of pricing and planning. "FlatBill residential enrollments continue to grow year after year and now our business customers will be able to benefit from a guaranteed monthly electric bill," he said.

The FlatBill GS enrollment campaign began statewide earlier this month using both direct mail and email channels and will touch approximately 70,000 eligible business customers.

Customers can enroll via an online portal, fax, mail or by calling the company's dedicated business line at the Customer Call Center.

In addition to the FlatBill GS rate, the company has launched the Georgia Power Marketplace ecommerce website as part of the ACCELERATE Growth Strategy initiative. The cross-functional Growth Strategy team has developed business plans and deployment recommendations for 14 ideas.

Positions associated with the deployment of several of these new products can be found on JobSource through next Wednesday.