

SAVING ENERGY IS A LOT LIKE SAVING STRING.

Because every little bit counts. Making this comparison is just our way of illustrating that it's easy to save energy. And the savings can add up fast. So the sooner we get started, the better. Because we all have a great deal to gain by becoming more energy efficient.

Why should we become more energy efficient?

It means we won't have to build new power plants right away. That'll save all of us money. Wiser use of energy can also help preserve our environment and natural resources, as well as reduce our dependence on foreign oil. It can keep the cost of electricity lower. And the more energy efficient you can be, the more money you'll save on your utility bills, too.

When you're ready to save, we're ready to help.

We have dozens of ways for you to improve your efficient use of electricity. Such as simply switching from incandescent to

fluorescent lighting. For brochures with low and no cost ways to save energy and money, give us a call.

Open the door to new ways to save.

RG&E Homeefficient programs, including our Savingpower survey for homes built prior to 1980, can help you identify new opportunities to save energy and money.

Our Personal Energy Profile includes free installation of energy-saving devices, and gives you a customized picture of energy used by appliances in your home.

We also have programs that encourage you to switch to gas appliances and fluorescent lighting. To find out which ones you're eligible for, give us a call.

Energy efficiency pays dividends for our business and industrial customers, too.

RG&E is offering energy profiles, financial incentives, grants, technical assistance, informational programs, and trade support

to all of you who are non-residential customers.

We're here as your partner to work with you in saving energy. Our goal? To make it as easy as possible for you to take advantage of every opportunity to achieve a new level of energy efficiency. And that can also improve your bottom line. For details on the specific plans that are best suited for you, call us today.

Only you can control the energy you use.

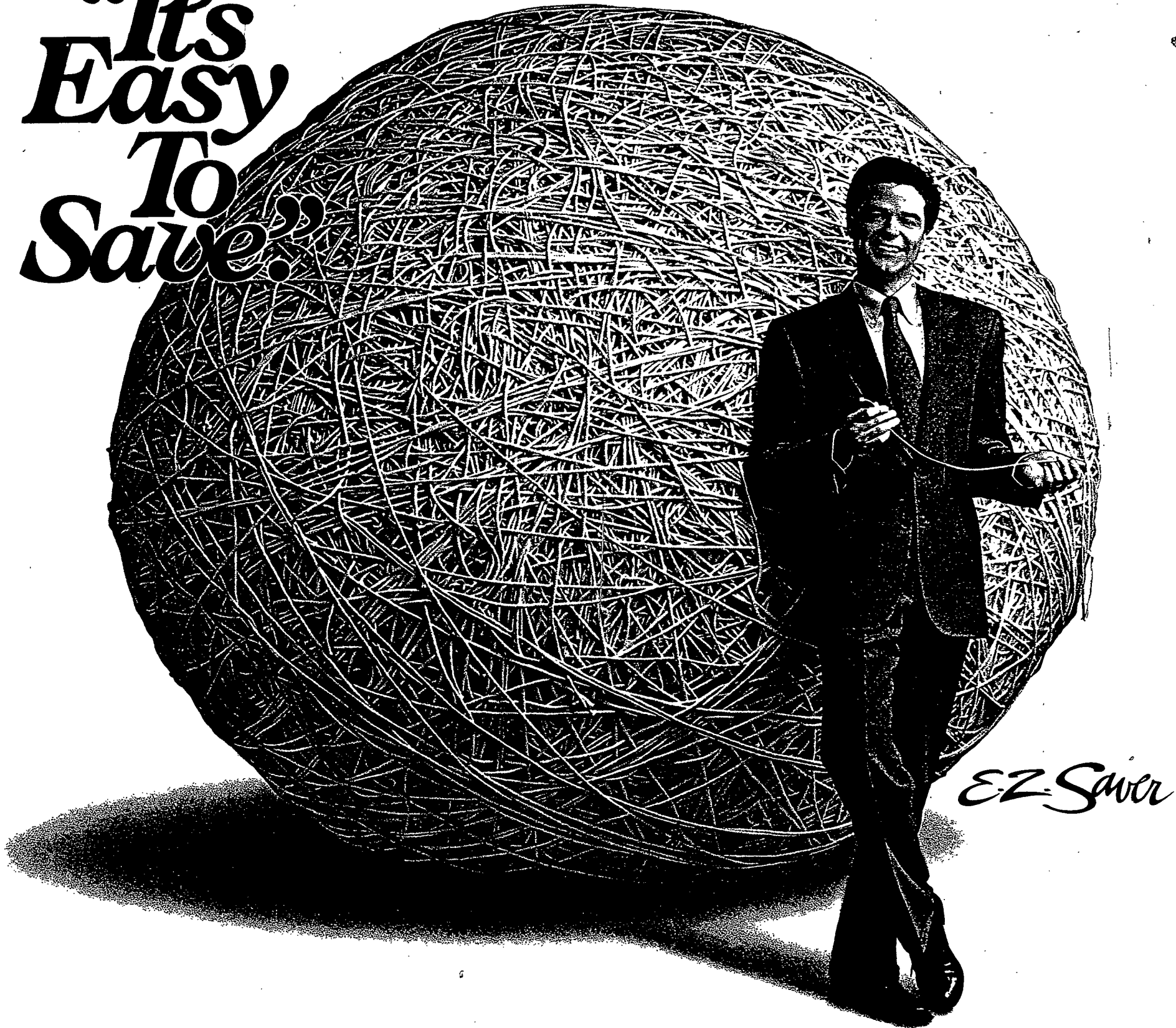
In the weeks and months ahead, we'll be dropping you a line to bring you the latest news on how all of us can become more energy efficient. Because if we can use energy more wisely, our future will wind up brighter.

To tie up all the important details on saving energy, call 1-800-456-5153.

RG&E

Energy. Together, we'll save more.

**"It's
Easy
To
Save!"**



EZ-Saver