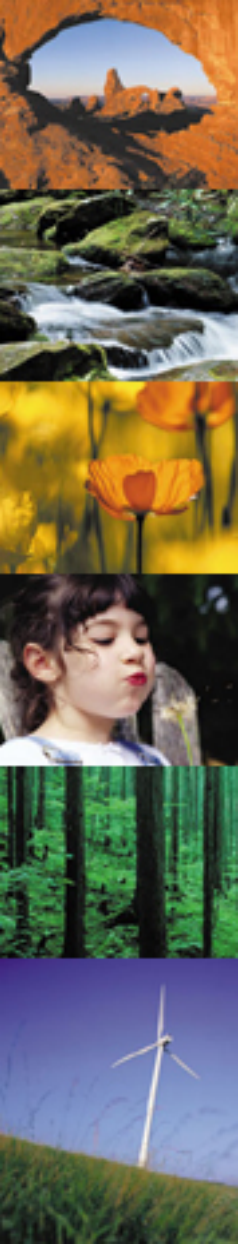


POC Portfolio Marketing Report 1st Qtr 2007

Prepared by Pacific Power

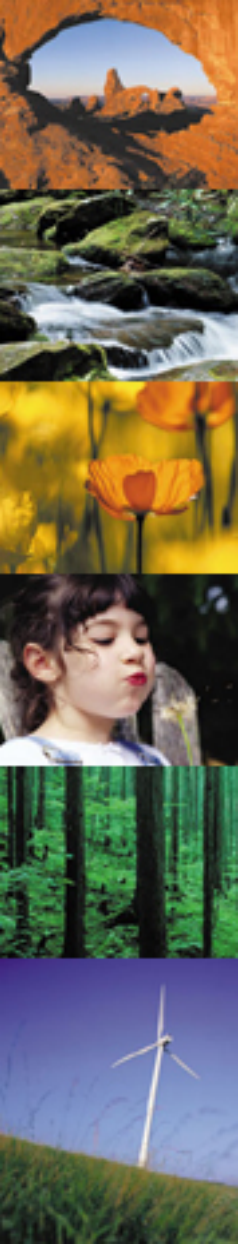
NREL 2006 Rankings

- PacifiCorp again ranks in top 10 across multiple areas of the NREL study:
 - PacifiCorp #2 in total customers participating for the third year in a row (51,297)
 - PacifiCorp #4 in renewable energy sales (299,862,690 MWh)
 - PacifiCorp #8 for lowest price premium (\$0.0078/kWh)



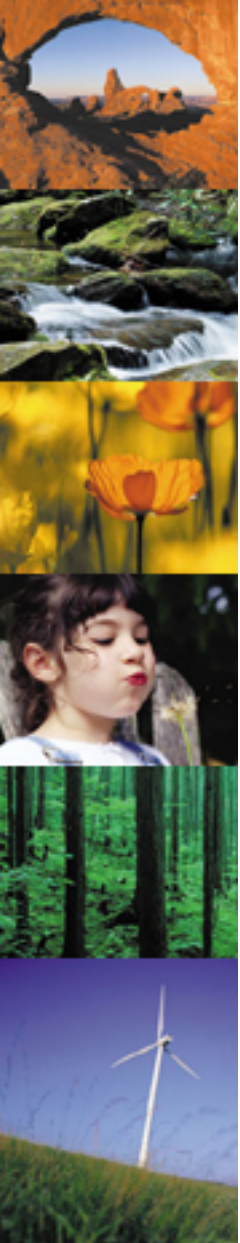
First Quarter Update

- 1,376 enrollments in the first quarter of 2007.
- The Lincoln City Blue Sky Challenge was announced March 14th at the Lincoln City Business Expo and will be kicked-off by the Mayor at an Earth Day event.
- The Power Options mailing (previously the Portfolio Options mailing) which is sent to all Oregon residential customers was designed and is being mailed to customers from March through early April.
- The Blue Sky Annual Report which provides customers with information about the total number of kWhs of renewable energy purchased on their behalf in the previous year was mailed in January.
- During Q1 Oregon customers received two bangtails, and Blue Sky Block customers were invited to increase their purchase.



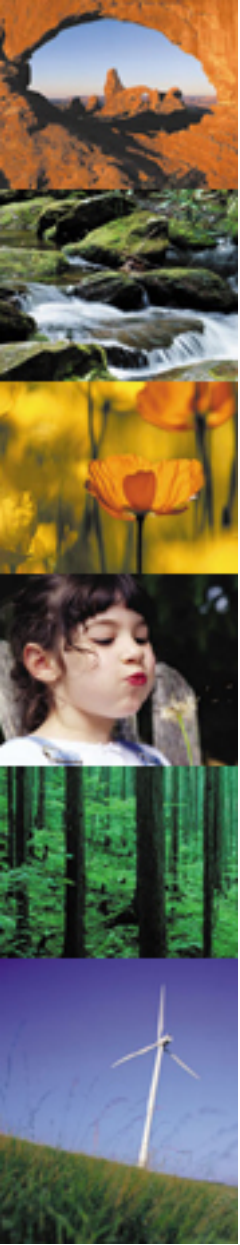
Top Marketing Mechanism by enrollment amounts 1/1/07 through 3/31/2007 (all three renewable options)

- Bangtails – 618 Enrollments
- Direct Mail – 204 Enrollments
- New Accounts – 111 Enrollments
- Event/Outreach – 98 Enrollments
- The bangtail continues to be an effective enrollment mechanism
- Over 2% of Block customers responded to a card enclosed in their Annual Report inviting them to increase their purchase. A 2% response rate for this mechanism (Direct Mail) is considered very successful.



Blue Sky Block Available Funds – 2007 Process

- March 1st – Notice out via press releases, web postings, e-mails, and direct contact.
- May 1st – Applications due.
 - 41 inquiries to date (UT-20, OR-12, CA-4, WY-3, WA-2, ID-0).
 - 4 applications received to date (UT-2, CA-1, WA-1) – all solar.
 - Inquiries by technology: Solar (22), Tidal/Wave (3), Wind (2), Solar/Wind Combo (2), Geothermal (1), Biomass (1), Unknown (10).
- June 15th – Review, score, rank, and present to selection team.
- June 20th – Management approval.
- June 30th – Notify recipients.
- July 15th – Acceptance letters received.
- August 15th – Funds released.



Pacific Power, 1st Quarter 2007 Blue Sky Report

Commerical and Residential Combined

	New Enrollments YTD								Total Active	New Enrollments YTD	Penetration Rate
	Bang Tail	Direct Mail	Bill Insert	New Accounts	Event/ Outreach	Web/ Mass Media	Education Mailing	Other/ Unknown			
Usage	353	174	0	82	78	33	5	201	16,315	926	3.00%
Habitat	80	25	0	23	15	11	2	39	3,806	195	0.70%
Block	185	5	0	6	5	3	0	51	6,242	255	1.15%
Time of Use	0	0	0	0	0	8	44	15	1,543	67	0.28%
TOTAL	618	204	0	111	98	55	51	306	27,906	1,443	5.13%

Residential (Schedule 4) Only

	New Enrollments YTD								Total Active	New Enrollments YTD	Penetration Rate
	Bang Tail	Direct Mail	Bill Insert	New Accounts	Event/ Outreach	Web/ Mass Media	Education Mailing	Other/ Unknown			
Usage	339	174	0	81	69	31	5	164	15,787	863	3.46%
Habitat	78	25	0	23	14	11	2	38	3,682	191	0.81%
Block	181	5	0	6	2	2	0	51	6,036	247	1.32%
Time of Use	0	0	0	0	0	8	12	4	1,165	24	0.26%
TOTAL	598	204	0	110	85	52	19	257	26,670	1,325	5.84%

Commercial Only

	New Enrollments YTD								Total Active	New Enrollments YTD	Penetration Rate
	Bang Tail	Direct Mail	Bill Insert	New Accounts	Event/ Outreach	Web/ Mass Media	Education Mailing	Other/ Unknown			
Usage	14	0	0	1	9	2	0	37	528	63	0.60%
Habitat	2	0	0	0	1	0	0	1	124	4	0.14%
Block	4	0	0	0	3	1	0	0	206	8	0.23%
Time of Use	0	0	0	0	0	0	32	11	378	43	0.43%
TOTAL	20	0	0	1	13	3	32	49	1,236	118	1.41%