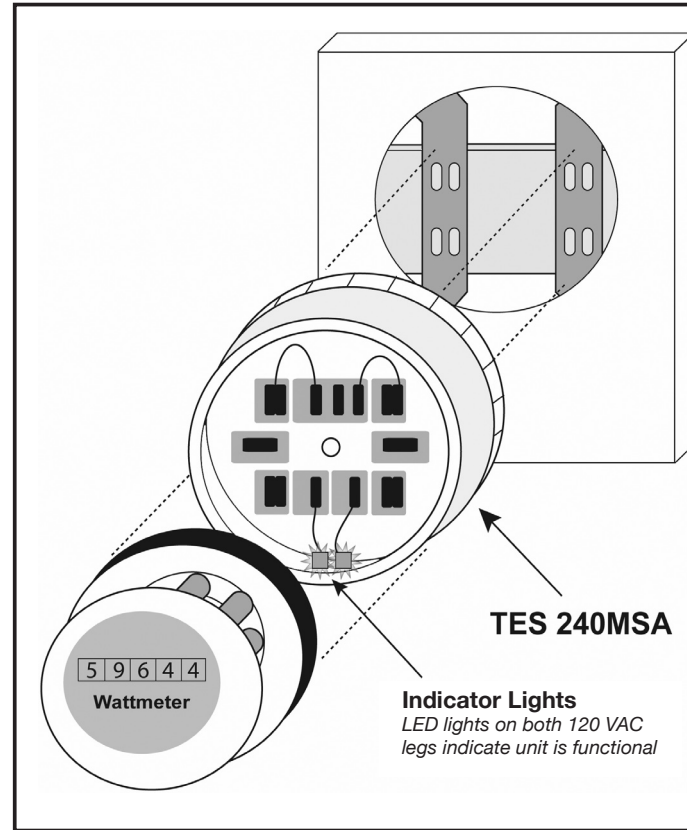


Have you checked your lights today?

It is critical to frequently check the lights on the surge protector behind your electric meter. The meter-based surge protector is working correctly if both LED lights are on. If one or both of the lights are off, this indicates the surge protector has been damaged by a surge. Should one or both of the lights be out, simply call StrikeSafe™ at **225-261-1221 Ext. 230** to generate a service call. Please remember however that if a service call is generated to check the lights and both lights are on, you will be charged for the service call!



2008 Newsletter

StrikeSafe™ 2007 - What a Year!

Hundreds of customers are thankful that they decided to have StrikeSafe™ surge protection devices installed on their homes in 2007 as the greater Baton Rouge area once again experienced a year filled with tumultuous weather. Violent thunderstorms and frequent lightning strikes caused surge damage resulting in thousands of dollars in repair and replacement costs to homeowner's valuable equipment.

The StrikeSafe™ program began in the fall of 1998 and has proven it's worth to more than 4,500 customers. Since the inception of the program, \$195,854.43 has been paid directly to our customers to repair or replace damaged assets, says Ron Moreau, business development manager for DEMCO. Furthermore, StrikeSafe™ has replaced 4,568 surge protectors that were damaged as a result of incoming surges.

In taking a closer look at the 2007 StrikeSafe™ claims picture, the program paid \$20,777.17 in claims expenses. These claims were associated with 54 customers who experienced damage to the surge arrestors and still lost equipment in the home. However, 568 homes had damage to the surge protectors attached to the home.

"One key point to remember is that StrikeSafe™ is protecting customers from surge damage entering the home via the electric line, telephone, and cable line points of entry. It cannot stop the effects of a direct or nearby lightning strike that enters the home through other means," says Moreau.

Moreau points out that 9 customers experienced damaging voltage to their homes, caused by direct lightning strikes that did not pass through the surge protection. These direct strike instance were not covered by the TESCO limited product warranty.

Although StrikeSafe™ is not a "force-field" covering the home against direct or nearby lightning strikes, it is an excellent first line of defense against over-voltages (surges) from entering the home through the electric meter, telephone, and cable points of entry. Homeowners should always try to have battery back-ups and surge protectors in the home to help safeguard electronics from the effects of nearby or direct lightning. But, remember, sometimes that is not even enough!

StrikeSafe™ Rates to increase on May 1, 2008

Effective May 1, 2008 the price for StrikeSafe™ will increase to \$7.49 per month. This .54 cents increase is a necessity due to the rising costs of fuel, contractor fees, copper, and product increases. StrikeSafe™ maintains an extremely efficient operation that is focused on quality customer service. This price increase will assuredly maintain the integrity of the surge protection program. The monthly rate for StrikeSafe™ has not changed since April 2001, while all operational costs have increased each year.

For damage claims and technical problems, call 225-261-1221 ext. 230

Monday - Friday
8 a.m. - 4:30 p.m.

2008 Newsletter



DEMCO Energy Services
P.O. Box 15278
Baton Rouge, LA
70895-9888

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Do you know your StrikeSafe™ Warranty?

The reason you have StrikeSafe™ affixed to your home is to try to prevent damage to your electronics inside and to prevent the need for a homeowners' insurance claim. As your insurance provider will attest, the surge protection device(s) have saved thousands of homeowners from harsh expenses associated with lost electronics. Unfortunately, StrikeSafe™ is not a "force-field" protecting your home from every event that Mother Nature has to offer.

"The majority of our customers truly understand the benefits of the StrikeSafe™ surge protection program," says Ron Moreau, business development manager. "However, some customers believe it does more than the warranty provides."

With this in mind, StrikeSafe™ wants to ensure that all customers understand the manufacturer's warranty by discussing a few key issues.

First, the residential StrikeSafe™ program does not protect your home against a direct or nearby lightning strike.

If lightning hits your home directly or in very close proximity, the intense transient voltage created by the strike can often energize electrical wiring in the walls, security alarm window contacts, window framing and in some cases enter the home through inferior grounding. A consumer guide, entitled "Surges Happen," located at the National Institute of Standards and Technology website discusses this issue in greater detail. Visit www.nist.gov (go to the publication area).

While the benefits of the StrikeSafe™ surge protection program are great, there have been cases where damage occurred inside the home without voltage passing through the surge protectors on the outside of the home. Although StrikeSafe™ is not a "force field," it does provide the first line of defense at the utilities' point of entry to the home. The best opportunity to prevent costly damages is to install surge protection at the utility entrances and stage secondary surge protectors in the home behind critical components.

Secondly, the issue of computers and televisions warrants attention. The residential StrikeSafe™ program does protect sensitive electronics such as computers and televisions through the external surge protection devices affixed to the home. However, as previously discussed, lightning can enter a home in numerous ways other than through the utility entrances. Although the majority of transient voltage enters the



home through the electric, phone or cable entrances, for complete protection, it is paramount that point-of-use surge protectors are used behind your sensitive equipment.

Everyone should make sure to have the proper surge protection or battery back-up devices, made specifically for computers and televisions, connected in the home. This includes surge protection on the coaxial and telephone connections behind the television and computer. Ten years ago, we were trained to run and unplug our televisions in bad weather, but today we would need to unplug the coax and phone wires too! The simple fact that our homes have electronics connected to more than one utility service adds to the premise that everyone must purchase the right surge protector or battery back-up for sensitive electronics!

The best protection for computer systems is called a battery back-up. This type of protection device prevents surge damage and isolates your electronics from experiencing

intermittent voltage. These devices range in price from \$85 to \$1,000 dollars depending on the size of the battery and necessary run times. For personal computers, the lowest cost unit should provide between 15-20 minutes of back-up time but most importantly, does not let your computer experience power interruptions.

The 3rd issue is how do you know if you have a valid warranty claim? The bottom line focuses around the warranty and whether the surge protectors on the outside of your home are damaged. **How do you know if the surge arrestors are damaged?**

The electrical meter-based device has two lights that are on at all times. If one or both of the lights are out, the device has been damaged. The telephone and cable protectors work a little differently. If these devices are damaged by a surge, you will lose your telephone and cable service. Simply contact StrikeSafe™, and a technician will be dispatched to your residence to replace the damaged devices. If one or more of these criteria are met, the devices will be sent to the manufacturer for warranty activation. For more information about the warranty claims process, contact a StrikeSafe™ customer service representative.

The StrikeSafe™ program provides an excellent first line of defense from surges through the electric meter-based protector, telephone and cable services. **The product offers protection from the most common type of surges, but cannot protect the entire home from a powerful direct or nearby lightning strike.** The TESCO warranty provide an excellent \$50,000 down-line warranty for in-home equipment, providing the surge devices are damaged, indicating a surge passed through the device. The warranty is written clearly and addresses the aforementioned issues. If you cannot find your original copy of the warranty it can be printed from the residential section of the website at www.strikesafe.com or contact StrikeSafe™ at 261-1221 ext. 230.

Entergy Customers to Receive Benefits of New Billing System

Effective April 15, 2008, Entergy customers will begin receiving a "new and improved" monthly bill from StrikeSafe™. Due to the large growth in customers, StrikeSafe™ has outgrown the previous billing system and has implemented a new and improved billing system, with a couple of new bells and whistles.


The new billing system will allow DEMCO and Entergy customers to pay their bills electronically

or by automatic bank draft at www.demco.org or over the Interactive Voice Response System (IVR) at 225-261-1177. This coupled with the traditional payment method of writing a check, will make the payment process more user friendly.

Entergy customers will begin to receive StrikeSafe™ bills on a monthly basis. This change has been implemented to aid in improved

bill collections and improved communications for all StrikeSafe™ customers. According to Sonya Boyd, accounting manager, "monthly billing is critical to managing the cash flow of the operation and staying more in tune with account management." Should you have any questions concerning the new billing protocol, simply call StrikeSafe™ at 225-261-1221 Ext 230.

KEEP THIS STATEMENT FOR YOUR RECORDS
PLEASE DETACH AND RETURN THIS PORTION WITH PAYMENT

 <p>DEMCO Energy Services P.O. Box 15278, Baton Rouge, LA 70895 ADDRESS SERVICE REQUESTED</p> <p>SINGLP JOHN DOE 123 HARVEST LANE SHERMAN OAKS LA 70776-9300</p> <p style="text-align: right;">9 1</p> <p style="text-align: right;">01032 8011615101 6 0000000000 000002253 000002253 8</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="text-align: left;">ACCOUNT NUMBER</th> <th style="text-align: right;">NET AMOUNT DUE</th> </tr> <tr> <td style="text-align: left;">8011615101</td> <td style="text-align: right;">\$22.53</td> </tr> <tr> <th style="text-align: left;">PAST DUE AFTER</th> <th style="text-align: right;">GROSS AMOUNT DUE</th> </tr> <tr> <td style="text-align: left;">11/29/07</td> <td style="text-align: right;">\$22.53</td> </tr> <tr> <th style="text-align: left;">TELEPHONE</th> <td></td> </tr> <tr> <td style="text-align: left;">(225)261-1221</td> <td></td> </tr> </table> <p>DEMCO P.O. Box 2153 Department 1340 Birmingham, AL 35287-0002 </p>	ACCOUNT NUMBER	NET AMOUNT DUE	8011615101	\$22.53	PAST DUE AFTER	GROSS AMOUNT DUE	11/29/07	\$22.53	TELEPHONE		(225)261-1221	
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Frequently Asked Questions

If I have StrikeSafe™ installed on my home, do I still need surge protectors behind my sensitive electronics?

Absolutely! Remember StrikeSafe™ is not a force field protecting your home from direct or nearby lightning strikes. However, most people believe they have surge protection behind their sensitive electronics, when in turn they have nothing more than a power strip. It is critical for computers to have a surge protector with telephone jacks built into the arrestor. For televisions, it is critical to have a surge protector with input / output coaxial ports. These two-link electronics (computers and televisions) need surge protection that bonds the multiple services (cable / satellite and electrical) to one single ground, at the electrical outlet.

How do I know if the StrikeSafe™ device(s) affixed to the outside of my home are damaged?

You may have as many as three devices attached to the outside of your home (electric meter, telephone and cable) and it is important to understand when they may be damaged. There are two lights on the electric meter surge protector that stay ON at all times. If one or both of the lights are OFF then a surge came through your electrical line and damaged the device. For the telephone and cable protectors, your services will cut off or have functional problems (static, noise in the lines), due to the surge protector(s) functionality. To prevent damage from occurring inside of your home these devices self-sacrifice and short to ground. If any of these criteria exist, please call StrikeSafe™ to have the devices changed.

Does StrikeSafe™ protect my home from power outages or from my lights going on and off (blinks)?

The StrikeSafe™ surge protectors affixed to your utility services on the outside of your home do not know when your lights go on and off as experienced in an outage situation. These surge protectors, however, are constantly guarding you from damaging over-voltages trying to enter your home through the electric meter, telephone and cable points-of-entry. The StrikeSafe™ surge protector begins to perform when voltage exceeds 246 volts.