



MISSOURI GAS ENERGY

3420 Broadway • Kansas City, MO • 64111-2404 • (816) 360-5755

ROBERT J. HACK
CHIEF OPERATING OFFICER

January 16, 2012

Commissioner Robert Kenney
Missouri Public Service Commission
Governor Office Building
200 Madison Street
Jefferson City, Missouri 65101

Dear Commissioner Kenney:

I am pleased to summarize efforts we have undertaken to increase awareness of and stimulate participation in MGE's **Rebuild Joplin** energy-efficiency rebate program which became effective on December 9, 2011 due to action by the Missouri Public Service Commission. Following a campaign during the holiday season designed to reinforce MGE's commitment to Joplin, on January 9, 2012 MGE launched a multi-media campaign (print media, TV and radio, along with direct mail – examples of which are enclosed with this letter) designed to reach over 80% of Joplin-area adults to advertise the availability of **Rebuild Joplin** energy-efficiency rebates.

MGE recognizes the hardships facing the people of Joplin since the tornado last May and is doing its best to help. In addition to the tariffed rebates offered by MGE for installation of energy-efficient natural gas appliances, MGE is pleased to advise that Rinnai and York have agreed to offer additional rebates on the purchase and installation of certain qualifying York (furnaces) and Rinnai (water heaters) energy-efficient appliances by Joplin-area customers of MGE.

These additional rebate offerings to Joplin-area MGE customers by Rinnai and York sweeten the pot and leverage the instant MGE rebates available through MGE's network of Preferred Professionals who offer MGE customers the benefit of instant rebates without the hassle of filling out forms and applying.

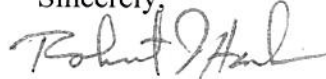
A Joplin-area family taking advantage of MGE's **Rebuild Joplin** energy-efficiency rebates and re-building under the Energy Star New Home program offered by both MGE and Empire District Electric Company can expect to save \$3,400 in installation costs, as detailed below:

MGE water heater rebates up to	\$400
MGE central heating unit rebates up to	\$600
MGE programmable thermostat rebates	\$25
York's Joplin rebate for qualified furnaces	\$300
Rinnai's Joplin rebate for qualified water heaters	\$75
Total available instantly at install	\$1,400
<hr/>	
MGE & Empire Energy Star rated new home construction	\$2,000
<hr/>	
Total savings available in Joplin and Newton Counties	\$3,400

Commissioner Robert Kenney
Page 2

Of course, these installation cost savings are just the first savings to be experienced by these customers because these energy-efficiency efforts will produce ongoing savings in the form of lower utility bills for many years to come.

We are confident that the people of Joplin will see tangible and lasting benefits from the *Rebuild Joplin* program. Please let me know if you have questions or would like additional information.

Sincerely,


Enclosure

cc: Office of The Public Counsel
General Counsel's Office