

**FINAL CUSTOMER NOTICE**

February 1, 2012

Dear Customer:

On January 18, 2012, the Missouri Public Service Commission (Commission) approved an increase in the annual water operating revenues of Midland Water Company (Company), under the provisions of the Commission's small utility rate case procedure. The Commission has decided an increase of \$5,633 in the Company's annual water operating revenues is warranted, effective January 27, 2012. Set out at the end of this notice is a table that summarizes the approved revisions to the Company's rates that includes a monthly bill comparison for a residential customer using 3,900 gallons of water.

If you have questions about this notice, or about anything else with which I may be of assistance, please feel free to contact me at (417) 725-4141.

Sincerely,



Hollis H. Brower  
President  
Midland Water Company

Type of Charge	Current Rates	Approved Rates Effective 01/27/12
Monthly Minimum Charge*	\$15.00	\$9.35
Usage Per 1,000 gallons	\$3.71	\$4.64
Total Monthly Bill (at 3,900 gallons usage)	\$22.05	\$27.45

\*The current minimum charge included 2,000 gallons. The new approved minimum charge does not include any gallons.

*Sent out 2-1-12*