

INITIAL CUSTOMER NOTICE

August 25, 2011

Dear Customer:

On July 26, 2011, Midland Water Company (Company) submitted a request for an increase in its annual water operating revenues to the Missouri Public Service Commission (Commission). The reason for the increase is to cover increases in expenses and/or investments in the Company's facilities.

By its request, the Company is seeking changes to its customer rates intended to generate an increase in its annual water operating revenues of \$9,200 (approximately 33%). At the end of this notice is a table that compares the Company's current residential customer rates and the proposed residential rates.

To provide comments regarding the Company's revenue increase request, or comments regarding service-related problems, please contact the Commission Staff and/or the Office of the Public Counsel (Public Counsel) *within 30 days of the date of this notice*. Your comments should include a reference to case number WR-2012-0031. The Commission Staff and the Public Counsel will review all customer comments submitted in response to this notice. All comments will be filed in the official case file for review by the Commissioners.

To submit your comments in writing:

Public Service Commission
Attn: Water/Sewer Dept.
P.O. Box 360
Jefferson City, MO 65102
Phone: 800-392-4211
Fax: 573-751-1847
E-Mail: water.sewer@psc.mo.gov

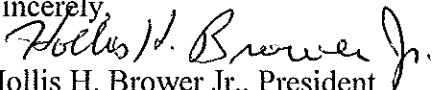
Office of the Public Counsel
Attn: Water/Sewer Dept.
P.O. Box 2230
Jefferson City, MO 65102
Phone: 866-922-2959
Fax: 573-751-5562
E-Mail: mopco@ded.mo.gov

To submit your comments via the Commission's Website:

- (1) Go to <http://www.psc.mo.gov>;
- (2) Click on the box on the right side of the page entitled "Summit Comments".
- (3) From this page click on the "public comment" link found under Submit Public Comments; and
- (4) Fill out and submit the Public Comments form, including the case number shown above. If you want to attach a document, before clicking the "Submit" button, click the "Attach" button. There are instructions on that page for attaching the document and returning to the previous screen.
- (5) Click the "Submit" button at the bottom of the page.

If you have any questions about this notice, or about anything else with which I may be of assistance, please feel free to contact me at (417) 725-2670.

Sincerely,


Hollis H. Brower Jr., President
Midland Water Company

<u>Type of Charge</u>	<u>Current Rates</u>	<u>Proposed Rates</u>	<u>Amount of Rate Change</u>
Monthly Minimum Charge (includes 2,000 gallons)	\$15.00	\$19.95	\$4.95
Usage Over 2,000 gallons (per 1,000 gallons)	\$3.71	\$4.93	\$1.22
Total Monthly Bill (at 6,000 gallons usage)	\$29.84	\$39.67	\$9.83