



With 4.4 million customers and more than 42,000 megawatts of generating capacity, Atlanta-based Southern Company is the premier energy company serving the Southeast. A leading U.S. producer of electricity, Southern Company owns electric utilities in four states and a growing competitive generation company, as well as fiber optics and wireless communications. Southern Company brands are known for excellent customer service, high reliability and retail electric prices that are below the national average. Southern Company is consistently listed among the top ranking U.S. electric service providers in customer satisfaction by the American Customer Satisfaction Index (ACSI).

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## GET THE FACTS & FIGURES:

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## Conservation grants awarded

Southern Company and the National Fish and Wildlife Foundation announced six new and three continuing grants have been awarded to conservation and natural resource agencies through the Power of Flight and Longleaf Legacy partnership programs. Southern Company and the NFWF have contributed nearly \$10 million through 88 grants since 2002.

## Texas biomass project moves forward

Southern Company has taken a major step in building one of the nation's largest biomass-fueled projects with a groundbreaking ceremony in Sacul, Texas. The company acquired the 100-megawatt Nacogdoches Generating Facility from American Renewables, LLC, and will bring the plant on line in the summer of 2012.

## Operation Migration heads south

Southern Company is again sponsoring Operation Migration USA, a non-profit organization dedicated to promoting the conservation of migratory species, including the most famous endangered bird in North America - the Whooping crane. The support will help increase the number of Whooping cranes raised and led south by ultralight aircraft from Wisconsin to the Chassahowitzka National Wildlife Refuge in Florida.

## Electric transportation initiative under way

Southern Company has joined in an industry-wide initiative to advance electric transportation technologies. Fleet organizations across the company's operating subsidiaries currently have 20 hybrids in operation, including five hybrid bucket trucks, which offer quieter operations, better fuel economy and reduced emissions. The company also plans to field test 11 plug-in hybrid electric Ford-550 Trouble Trucks in 2011. Southern Company is hosting a 36-month plug-in hybrid electric vehicle demonstration in a partnership with Ford, the Electric Power Research Institute (EPRI), the U.S. Department of Energy and 10 other utilities.



## SOUTHERN COMPANY

**2008 operating revenues:**  
\$17.1 Billion

**2008 net income:**  
\$1.74 Billion

**2008 total assets:**  
\$48.4 Billion

### Diversified sources of energy:

- 68% coal
- 16% gas
- 15% nuclear
- 1% hydro

**Electric generating capacity:** 42,607 MW

**Generating units:** 299

### 2008 financial summary:

- Total Shareholder return – S0 performed better than 94% of S&P 500
- Stable A credit rating
- Dividends – 246 consecutive quarters (61 years) of payouts; 8 straight years of increases represent 30% growth; 4.2% increase in 2009

### 2008 operations summary:

- Safety – Goal is zero; 99% of workforce accident/injury free; top quartile
- Reliability – plant performance best in industry; recorded fewest outages ever
- Prices – well below national average
- Customer Satisfaction – consistently ranked one of nation's best

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## Environmental Leadership

also see: [www.southerncompany.com/corporateresponsibility/environment/](http://www.southerncompany.com/corporateresponsibility/environment/)

- Invested \$6.3 billion in environmental controls since 1990, and plan to invest additional \$3.1 billion through 2011 to further reduce emissions of nitrogen oxides (NOx), sulfur dioxide (SO<sub>2</sub>) and mercury.
- Since 1990, emissions of NOx and SO<sub>2</sub> are down more than 40 percent while generation of electricity has increased more than 40 percent to serve the growing need for electricity.
- Managed more than \$500 million in environmental research and development over the past decade.

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## Climate Change

also see: [www.southerncompany.com/corporateresponsibility/environment/climateChange.aspx](http://www.southerncompany.com/corporateresponsibility/environment/climateChange.aspx)

- Managing Department of Energy's National Carbon Capture Center in Alabama, testing the next generation of technologies to capture CO<sub>2</sub> emissions.
- Planning to demonstrate carbon capture and sequestration on an existing unit of Plant Barry in Alabama. Beginning in 2011, the project will capture up to 150,000 tons per year for permanent underground storage.
- Proposing to build a commercial-scale 582-MW clean coal generating plant in Kemper County, Miss., with 65 percent carbon capture and sequestration.
- Plant Daniel in Mississippi is host site for a U.S. Department of Energy carbon sequestration demonstration project. About 3,000 tons of CO<sub>2</sub> have been injected underground and now being monitored.
- Endorsed Edison Electric Institute Global Climate Change Points of Agreement, which supports technology development and sets long-range goals for CO<sub>2</sub> emissions reduction.

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## New Nuclear

also see: [www.southerncompany.com/corporateresponsibility/electricity/nuclear.aspx](http://www.southerncompany.com/corporateresponsibility/electricity/nuclear.aspx)

- Planning to construct two additional nuclear units at the Plant Vogtle site in east Georgia.
- Nuclear power, which currently supplies about 14 percent of Southern Company generation, is emissions-free. Southern Company has a 30-year-plus record of safely operating nuclear plants.
- If licensed by the U.S. Nuclear Regulatory Commission, the units, each with 1,100 megawatts capacity, would be placed in service in 2016 and 2017.
- Our proportionate share of the estimated in-service cost of the two units, based on its current ownership interest of 45.7 percent, is approximately \$6.4 billion.

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## Transmission & Distribution

also see: [www.southerncompany.com/corporateresponsibility/electricity/](http://www.southerncompany.com/corporateresponsibility/electricity/)

- Southern Company has responsibility for approximately \$5.5 billion in transmission assets, including more than 27,000 miles of transmission lines, 3,300 substations, 154,000 miles of distribution lines, 3.6 million poles and more than 300,000 acres of right of way.
- Southern Company plans, designs, builds, operates and maintains the system to meet growing demand and has budgeted \$4.1 billion in new capital expenditures over the next three years.
- Installing more than 4 million "smart meters" by 2012, which will help us lower cost and help customers manage energy use.

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## Renewable Energy

also see: [www.southerncompany.com/corporateresponsibility/electricity/building.aspx](http://www.southerncompany.com/corporateresponsibility/electricity/building.aspx)

- Hydroelectric: 34 facilities with 2,730 MW
- Landfill gas: DeKalb County, Georgia - 3.2 MW; Perdido, Florida – 3.2 MW
- Solar panels and wind micro-turbines on billboards
- Geothermal: 30 MW project in Hawaii
- Solid waste generation – purchasing power from refuse-fired generators, Bay County, Florida – 11 MW
- Offshore wind turbine studies – Georgia and Florida
- Biomass: conversion of an existing coal unit to a 96 MW biomass plant; evaluating conversion at five additional units
- Thin-film and concentrating PV installation at Georgia Power headquarters, with plans to install solar panels at Alabama Power headquarters

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## Energy Efficiency

also see: [www.southerncompany.com/corporateresponsibility/electricity/championing.aspx](http://www.southerncompany.com/corporateresponsibility/electricity/championing.aspx)

- *EarthCents* is a Southern Company program designed to help customers save money and reduce energy use.
- Southern Company energy efficiency programs have reduced peak demand for electricity by 3,100 megawatts. That's enough energy to power 440,000 homes.
- Between now and 2020, Southern Company plans to spend \$1 billion on energy efficiency and demand-control programs, reducing peak demand by an additional 1,000 megawatts.
- When comparing companies with peak demand of 2,000 megawatts and greater, the average reduction reported to EIA from demand-side management is 2.6 percent; we have reduced our peak demand by 7.25 percent through 2007.