

GULF POWER



FACTS

2011

Who We Are

Gulf Power Company is an investor-owned electric utility with all of its common stock owned by Atlanta-based Southern Company. Our mission is to safely deliver affordable, reliable and environmentally responsible energy to very satisfied customers in strong communities.

Here's a quick snapshot as of March 1, 2011:

Corporate Headquarters: Pensacola, Florida

Customers: 430,658

Employees: 1,330

Chief Executive Officer: Mark Crosswhite

Building Strong Communities

Gulf Power incurred city, county, state and federal taxes that totaled \$89.8 million for 2010. That amounts to 6.0 cents out of every dollar, or \$209 per customer. The company's daily tax bill for 2010 amounted to \$246,082.

In 2010, the company supported local agencies, chambers of commerce, economic development groups and United Way as well as other charities with almost \$2.52 million. Employees also contributed \$527,348 to United Way agencies.

Contact Us

We always want to hear from our customers and you have a variety of ways to contact us:

- Phone –

 - Report an Outage – 1-800-487-6937

 - Customer Service – 1-800-225-5797

 - Energy efficiency advice – 1-877-655-4001

- Website – www.gulfpower.com

- Social media – Follow us on



or like us on



Gulf Power Generating Units:

Generating capacity: 2,662.6 megawatts

Plant Crist: 970 MW

Generating units 4

Type of fuel coal

Plant Smith: 889.9 MW

Generating units 4

Type of fuel coal, natural gas and fuel oil

Plant Scholz: 80 MW

Generating units 2

Type of fuel coal

Gulf Power owns generating units at:

Mississippi Power's Plant Daniel 500 MW (50% ownership)

Georgia Power's Plant Scherer 3 204.5 MW (25% ownership)

Commercial generation Pea Ridge, FL 15 MW

Renewable generation Perdido, FL 3.2MW

Transmission & Distribution (miles of line):

Transmission: 1,595

Distribution: 7,684 (1,786 underground)

Service Area: 7,550 square miles

10 counties

71 towns and communities in Northwest Florida

Environment & Conservation

Gulf Power has reduced emissions from its power plants in Northwest Florida by more than 85 percent despite electricity demand increasing by more than 20 percent.

Here are a few highlights of ongoing efforts:

- **Scrubber system** — Plant Crist's system reduces sulfur dioxide emissions by more than 95 percent, and significant reductions of mercury, particulate matter and chlorides. It also uses millions of gallons of reclaimed water from ECUA, helping establish ECUA's advanced wastewater treatment plant as a zero-discharge facility.
- **Landfill gas** — Gulf Power's renewable energy 3,200-kilowatt facility using landfill methane gas at Perdido Landfill in Escambia County.
- **EarthCents** — Programs designed to save customers money while reducing energy consumption.
- **Stewardship** — Conservation partnerships such as Longleaf Legacy and Power of Flight help restore native woodlands and ecosystems, while efforts such as Renew Our Rivers remove more than 20 tons of debris from waterways since 2006.