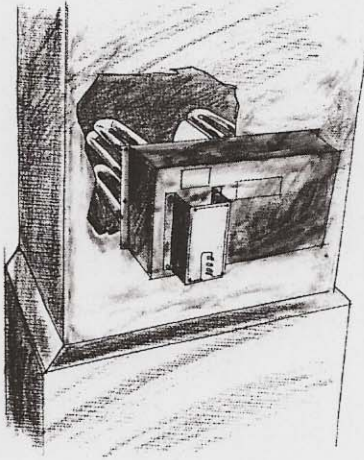


7. Add-on Resistance Heat

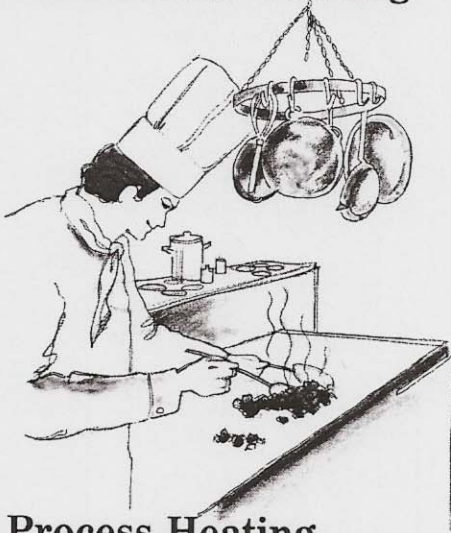


Add-on resistance heat is a new method of space heating that involves the addition of electric resistance heaters to an existing fossil fuel system. The electric heat is controlled to operate only during the off-peak hours and the fossil fuel system operates on peak. Included with the off-peak operation of the resistance heat is the electric hot water heater.

The customer benefits include: the economical time-of-day rate that is applied to add-on resistance heat systems; the security of a complete backup heating system that is available in the event of equipment failure; and the increased life expectancy of the existing fossil fuel system.

If you or someone you know are currently dissatisfied with their fossil fuel system's performance or cost of operation, look into add-on resistance heating. The initial cost of installation is very low and the economical benefits to the user are very high.

8. Commercial Cooking

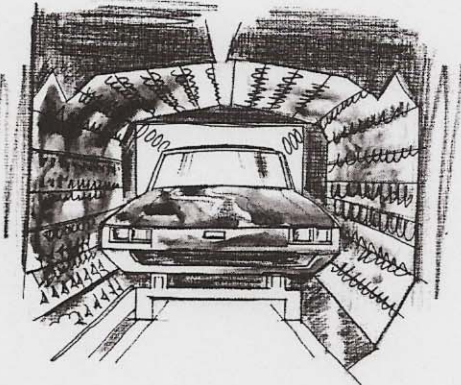


In every commercial establishment organized to prepare food for consumption on or off the premises, there exists commercial cooking equipment. Some examples would be: deep fryers, grills, convection ovens, broilers, conveyor ovens, etc.

When using electricity as a fuel source, these commercial cooking devices will prepare food with less shrinkage and more uniformity than the other fuel sources. In addition, electric commercial cooking requires less ventilation because electric devices do not emit toxic gases during use. Less ventilation means less conditioned air is exhausted and as a result, the cost of space conditioning is reduced.

Ohio Power Company's objective in promoting electric commercial cooking devices is not only related to KWH sales but also to our conviction that electricity is truly the best approach to commercial cooking.

9. Process Heating



Many manufacturing operations require that the product be heated sometime during the processing. Some examples would be forging, extruding, rolling, hardening and normalizing of materials. Electricity is a very efficient method of producing heat at the point of use.

Ohio Power Company is marketing electricity as a viable energy source for most industrial processes that require heat either on or off peak. With electricity as the energy source, the efficiency is improved because electric energy is converted to heat energy at 100% efficiency. Also, the amount of toxic gases resulting from the process is reduced to those emitted from the product alone and not the heat source.

In Ohio Power Company's service territory, 52% of all the KWH's sold are to industrial customers. Therefore, it is imperative that Ohio Power Company maintain or improve its market share. With electricity as the energy source for the specific process heating applications, the customer is assured peak efficiency for his energy dollars and as a result can be more competitive in his market.