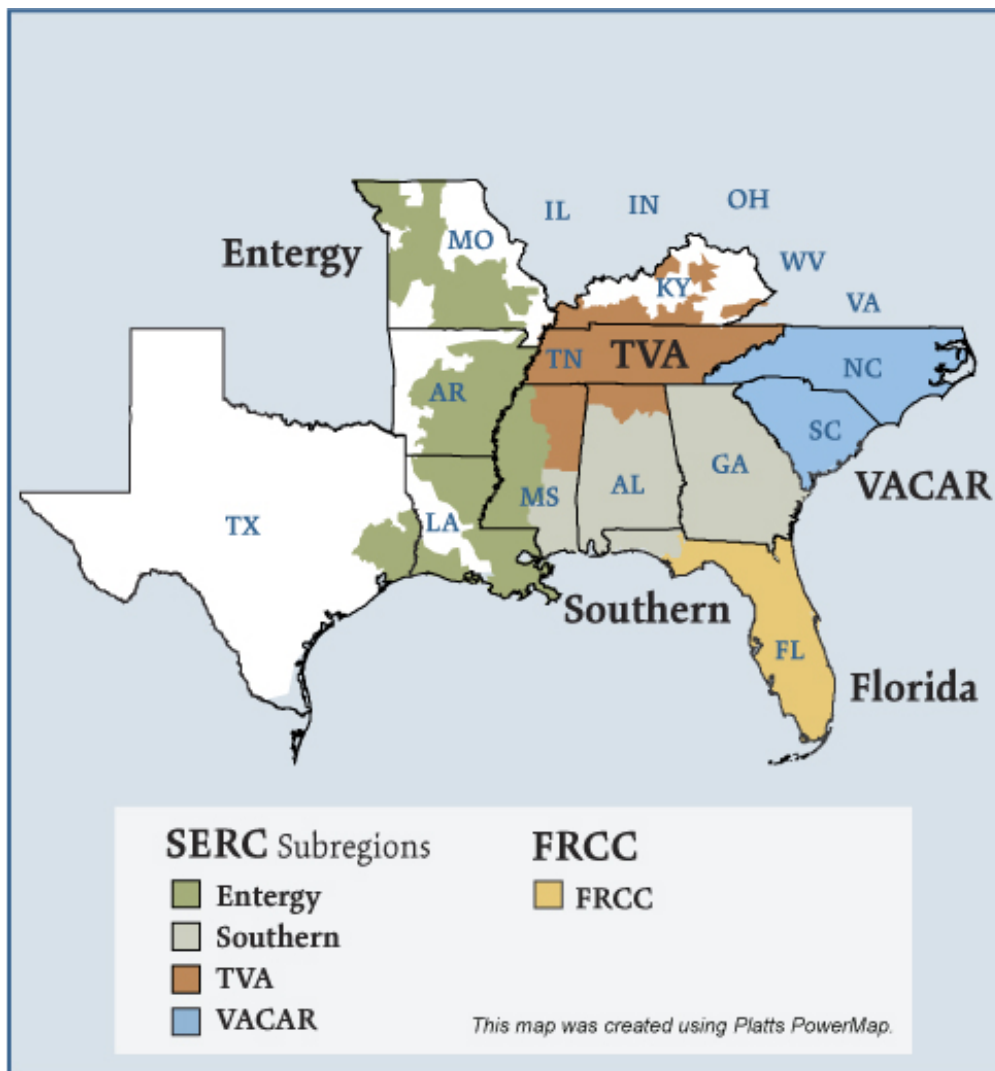


Southeast Electric Regions



Overview

Market Description

Florida Reliability Coordinating Council (FRCC) and SERC Reliability Corporation (SERC) reliability regions minus the portions of SERC in the Midwest ISO (MISO) and in PJM.

Geography

States covered: All or most of Florida, Arkansas, Louisiana, Mississippi, Alabama, Georgia, Tennessee, North Carolina, South Carolina and parts of Missouri, Kentucky and Texas.

Reliability region: Southeastern Electric Reliability Council (SERC) and Florida Reliability Coordinating Council (FRCC)

Balancing authorities: See list on page 5 and 6.

Hubs: Entergy, Southern, TVA

RTO/ISO

None

Generation/Supply

Marginal fuel type: Coal and natural gas

Generating capacity (summer 2006): 299,712 MW

Capacity reserve (summer 2006): 64,188 MW

Reserve margin (summer 2006): 27%

Demand

All time peak demand: 237,100 MW (2005)

In summer of 2006, demand in parts of the region, such as the Southern Company service area, reached record levels on several occasions due to extremely hot weather.

Peak demand growth: -0.6% (2005–2006)

Summer Peak Demand (MW): 237,100 (2005) 235,524 (2006)

Source: Derived from *SERC* and *FRCC* data and discussions.

Prices

Annual Average of Daily Bilateral Day Ahead On-Peak Prices

Platts “Into Southern” Index

2004: \$48.64/MWh

2005: \$70.84/MWh

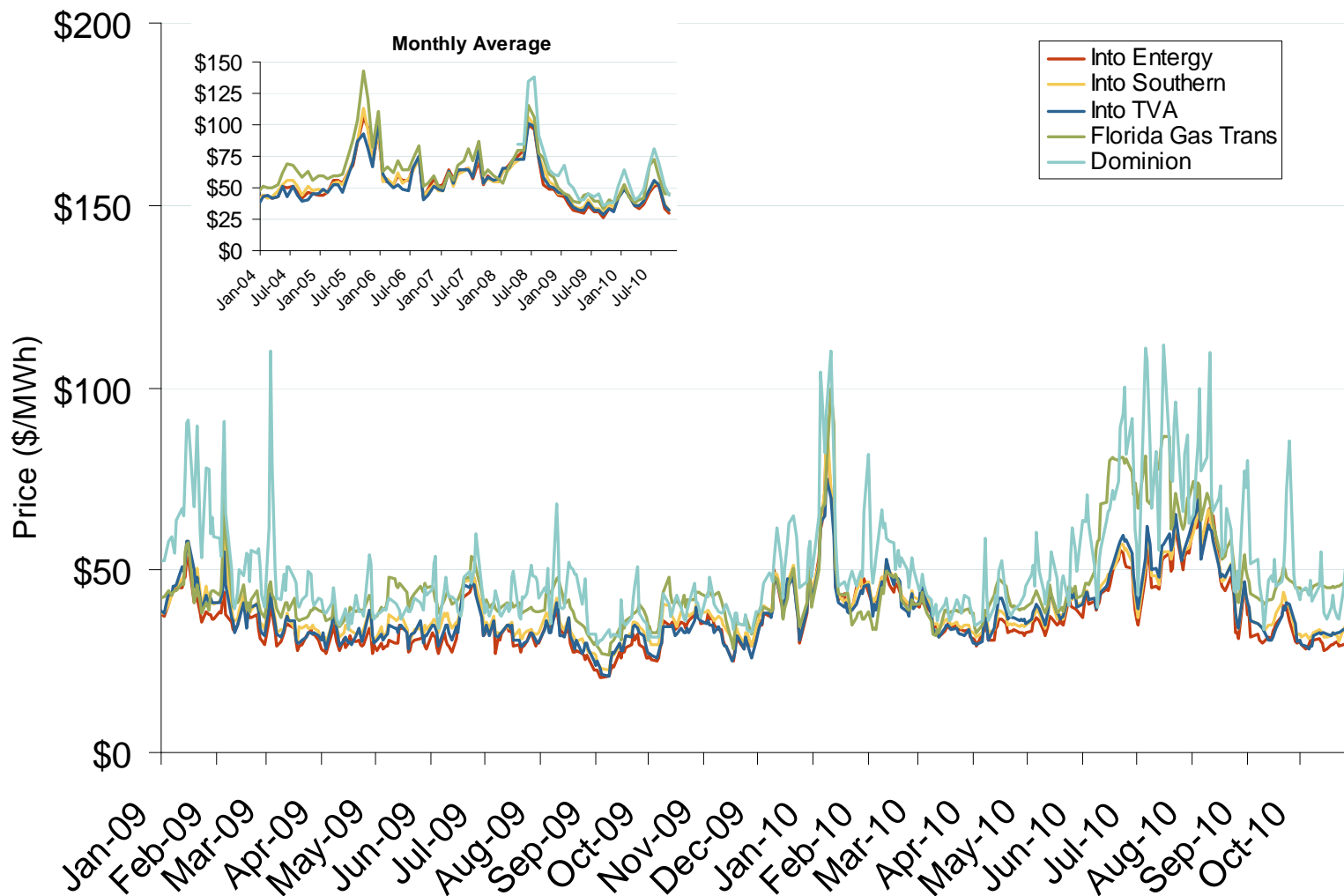
2006: \$55.50/MWh

2007: \$59.10/MWh

Annual Average Bilateral Prices

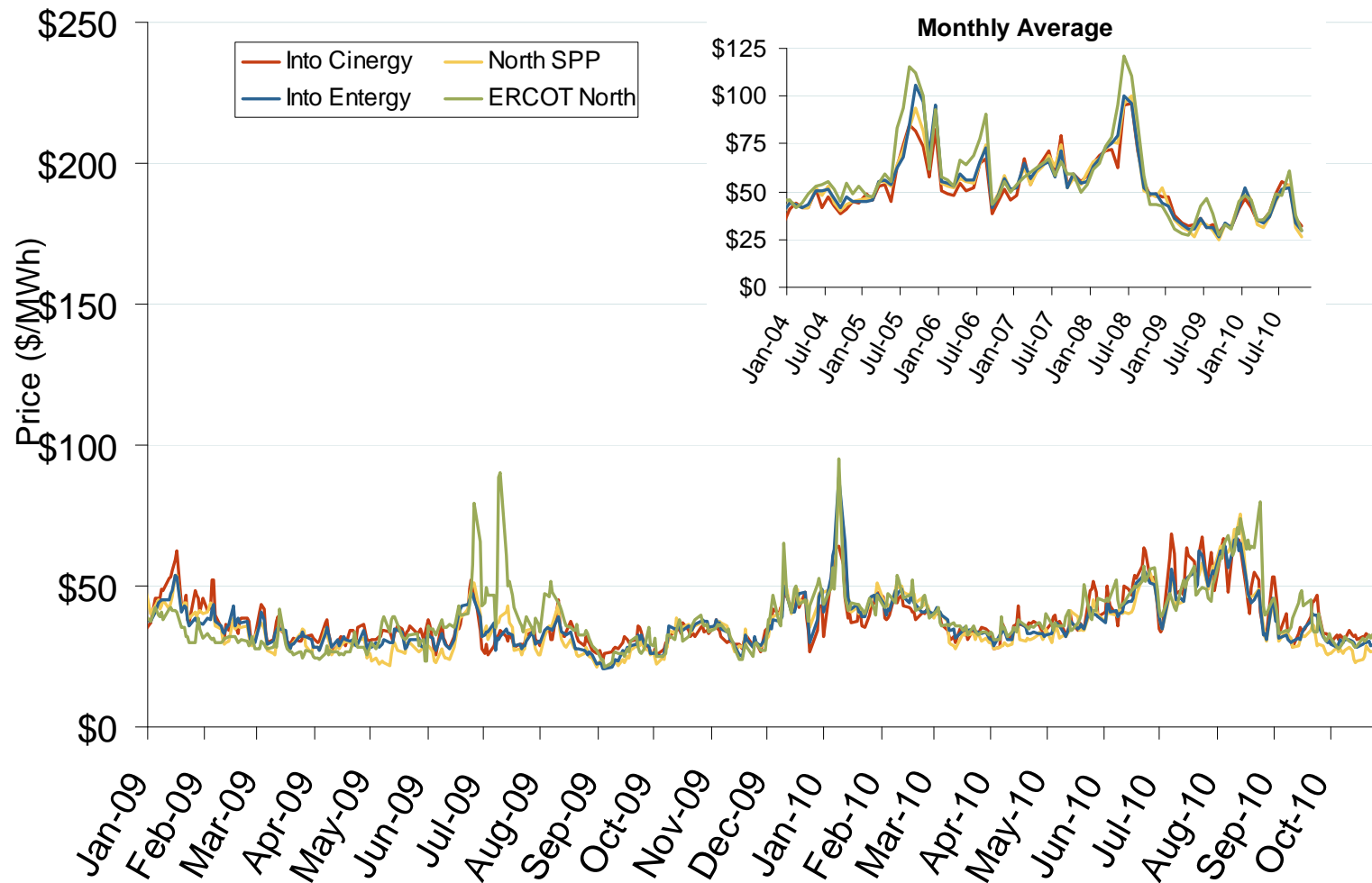
Annual Average Day Ahead On Peak Prices (\$/MWh)						
	2005	2006	2007	2008	2009	5-Year Avg
VACAR	\$71.88	\$56.34	\$60.52	\$70.86	\$36.42	\$59.20
Southern	\$70.84	\$55.50	\$59.10	\$70.13	\$36.58	\$58.43
TVA	\$67.39	\$53.48	\$60.28	\$69.01	\$34.91	\$57.02
Florida	\$85.03	\$64.02	\$65.59	\$74.66	\$40.75	\$66.01
Entergy	\$69.96	\$56.28	\$59.74	\$68.49	\$33.57	\$57.61

Southeastern Daily Bilateral Day-Ahead On-Peak Prices



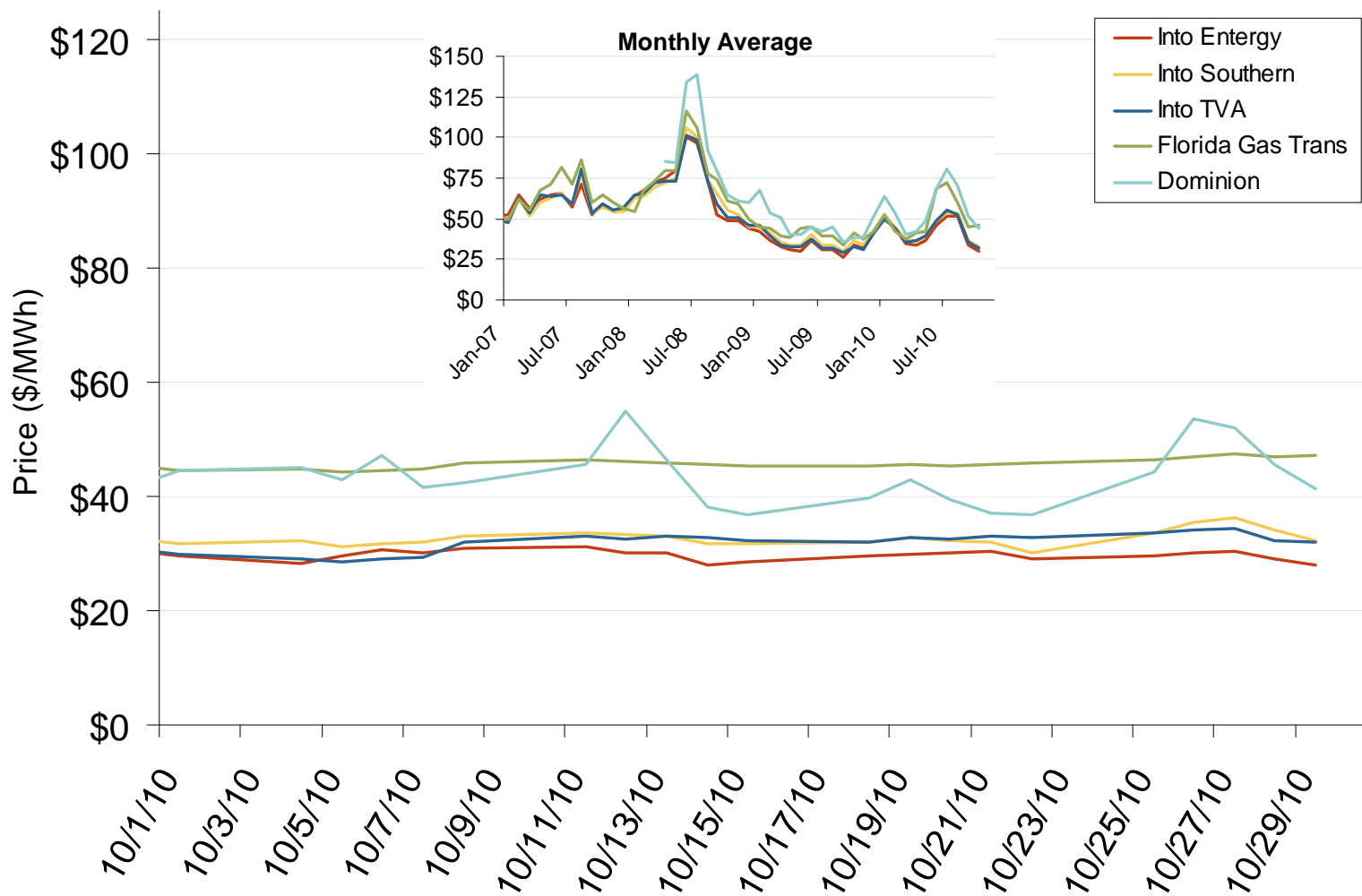
Source: Derived from *Platts* data.

Midwestern Daily Bilateral Day-Ahead On-Peak Prices



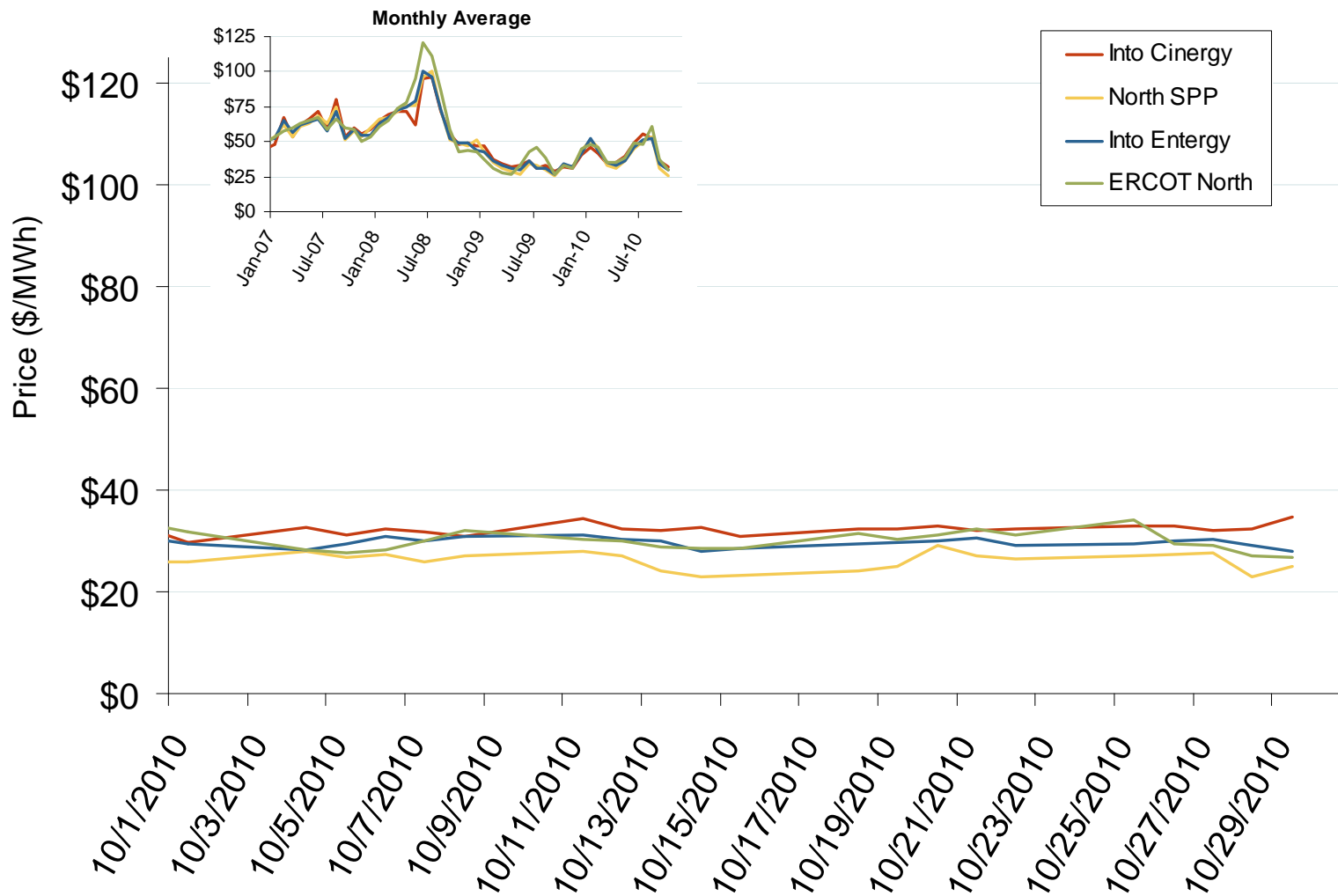
Source: Derived from *Platts* data.
November 2010

Southeastern Daily Bilateral Day-Ahead On-Peak Prices



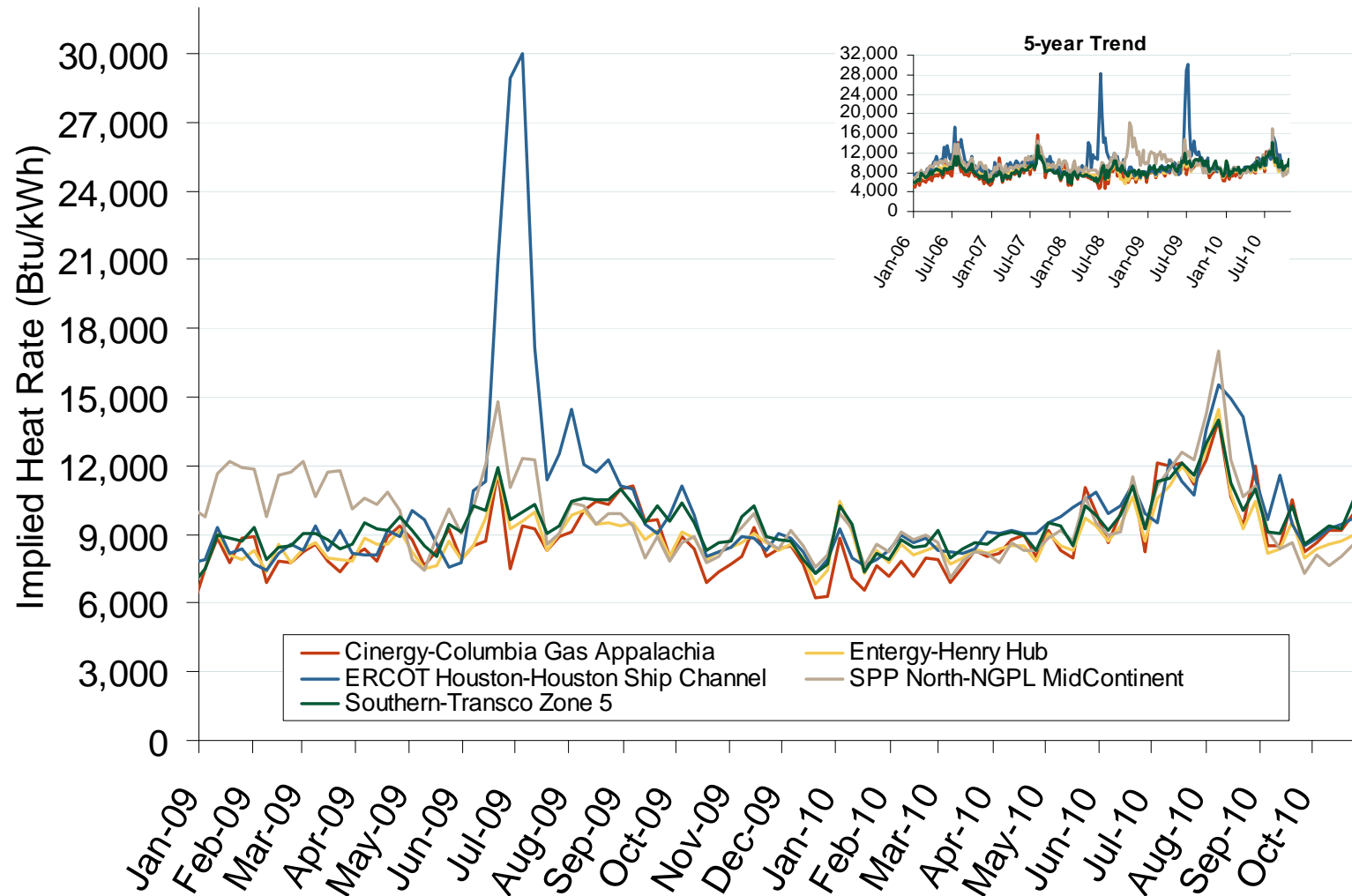
Source: Derived from Platts data.
November 2010

Midwestern Daily Bilateral Day-Ahead On-Peak Prices



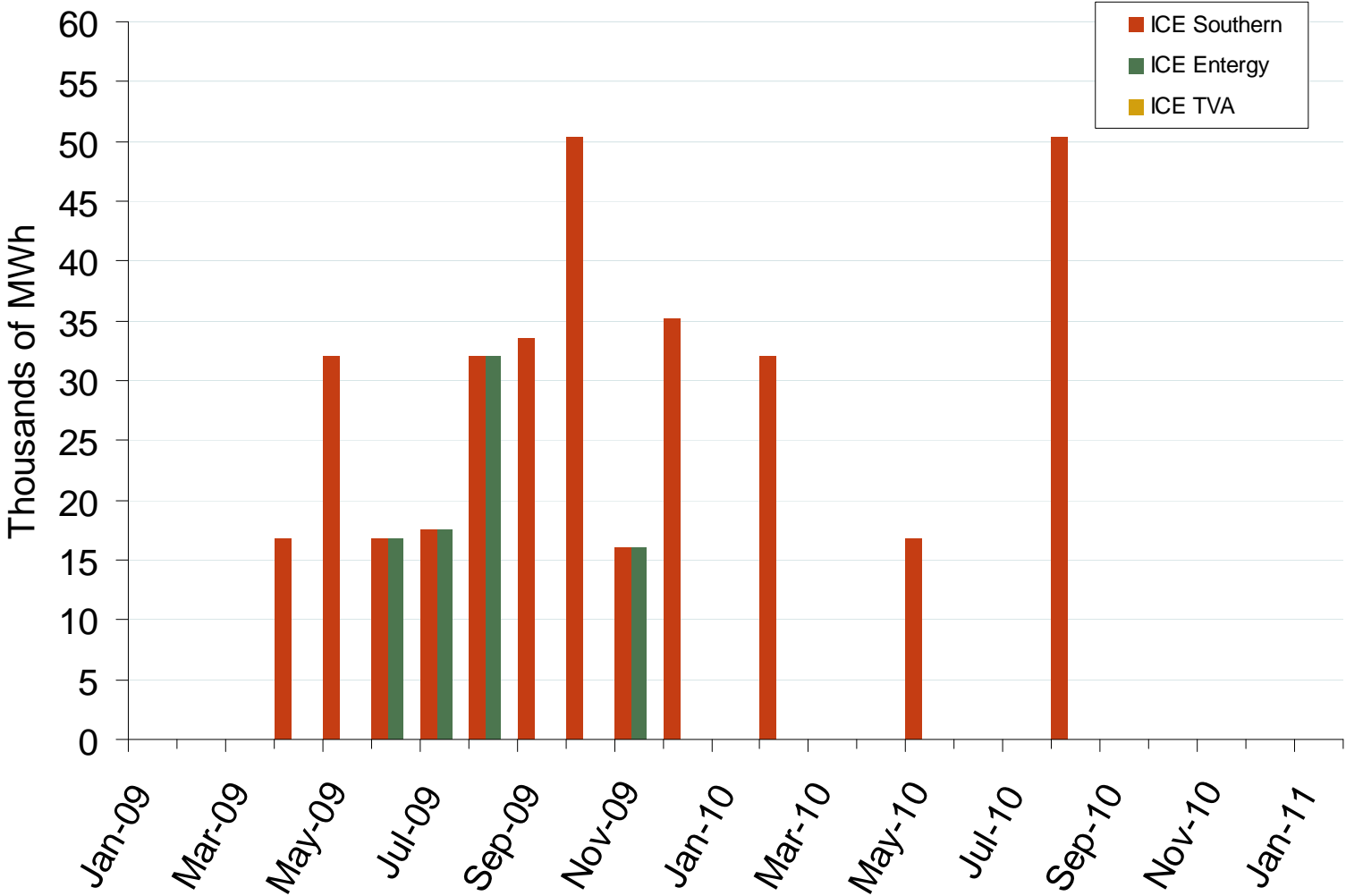
Source: Derived from *Platts* data.
November 2010

Implied Heat Rates at South Central Trading Points Weekly Averages



Source: Derived from *Platts* on-peak electric and natural gas price data.
November 2010

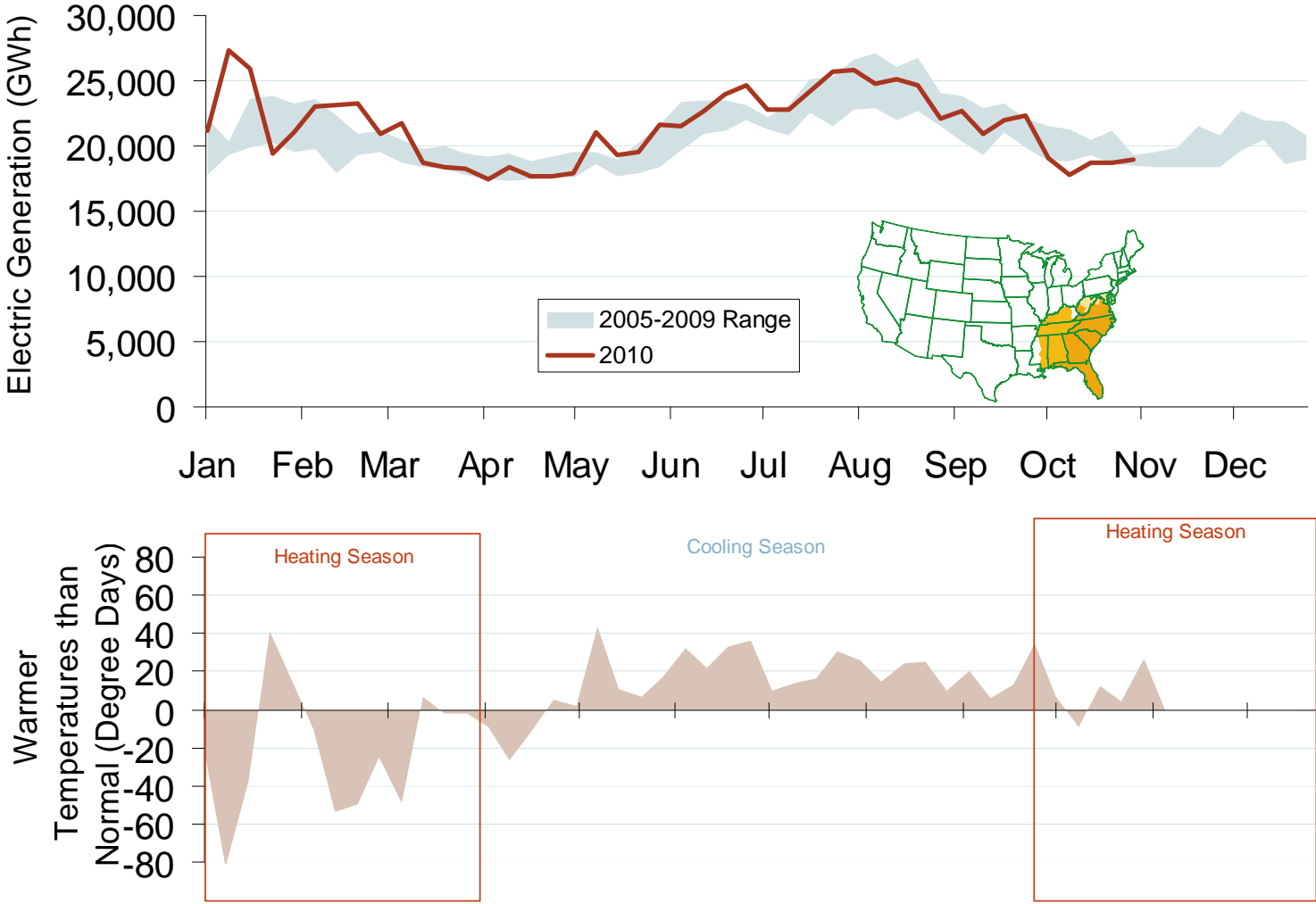
Southeast Forward Volumes



Source: Derived from ICE data. ICE on-peak forward (physical) volumes are for Entergy, Southern and TVA and include monthly, dual monthly, quarterly, and calendar year contracts traded for each month.

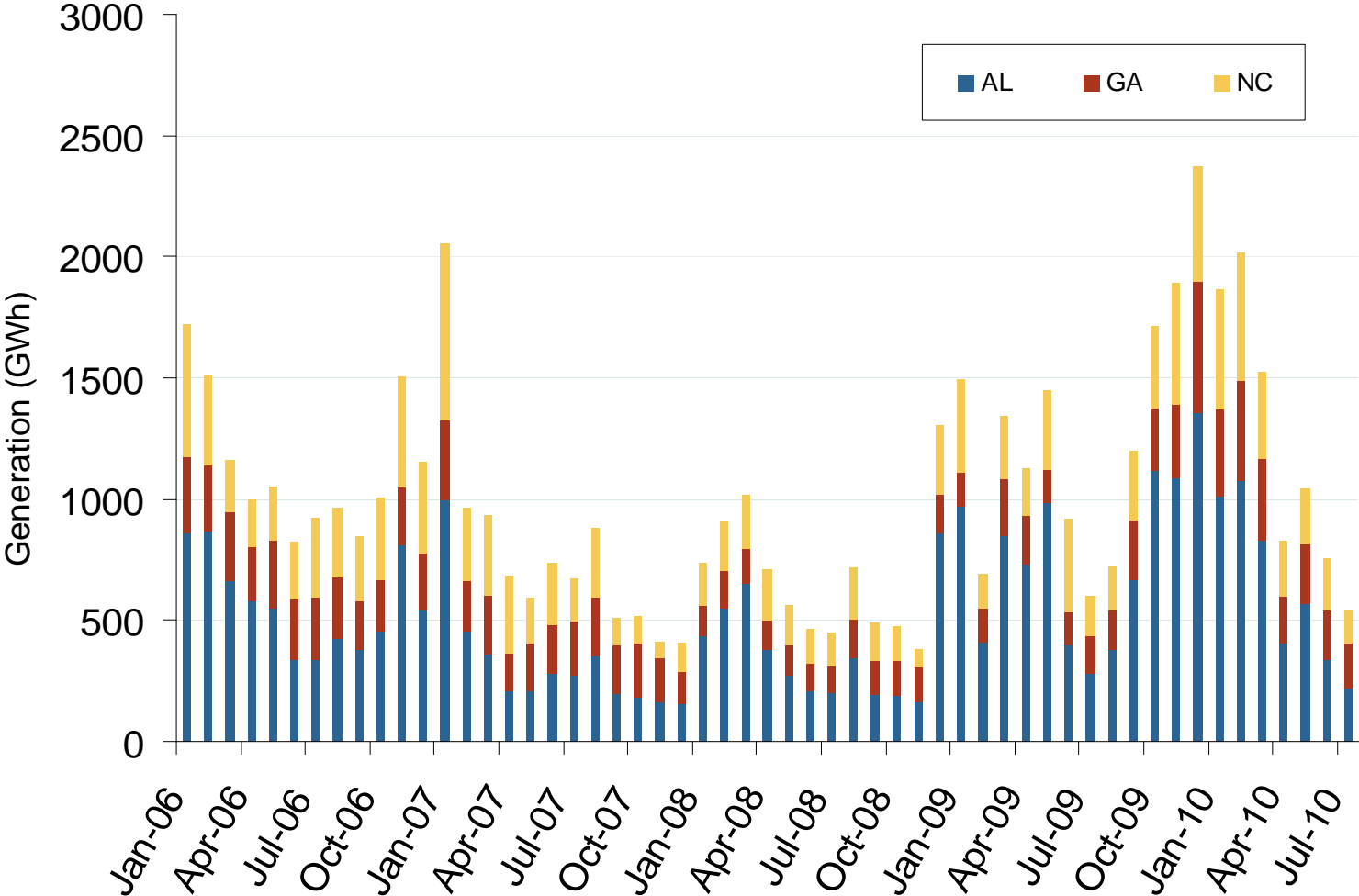
Updated November 5, 2010

Weekly Electric Generation Output and Temperatures Southeast Region



Source: Derived from *EEl* and *NOAA* data.
November 2010

Monthly Southeastern Hydroelectric Generation



Source: Energy Velocity, Derived from EIA and EPA data.
November 2010

Updated November 5, 2010