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All-Electric Housing Units in Regions Served by Tohoku EPCO Now Total Over 160,000

As part of our efforts to conserve energy and reduce CO2 emissions, we have been promoting widespread use of electrified household equipment including “Eco-Cute,” a heat pump-based water heating system, which significantly reduces energy consumption and CO2 emissions. Our record shows that the cumulative number of all-electric housing* in the seven Tohoku prefectures including Niigata now exceeds 160,000 (160,259 homes at the end of May 2008).

All-electric housing which eliminates flame-based sources offer safe, comfortable and clean living environments. Full electrification can enhance the thermal performance of the recently-popularized houses that are designed for better energy conservation with improved thermal insulation and airtight construction. Owners of these homes can also gain economic benefits by choosing our “time-of-day rate service,” which offers discounted power prices during the night hours.

The number of all-electric housing has steadily grown with 16,461 homes in fiscal 2005, 22,012 in fiscal 2006, and 25,496 in fiscal 2007.

In fiscal 2007, the all-electric new housing shared approximately 53% of the total housing starts in terms of single-family houses, or approximately 36% when condominium starts are included.

We define “all-electric housing” as homes where the household cooking equipment, hot water supply system and space heating system are fully electrified. Those without electrified space heating are separately classified as “semi-electric housing” according to our definition.

The total number of “semi-electric housing” is 31,042 after significant increases in recent years, including 4,189 homes in fiscal 2005, 8,529 in fiscal 2006, 13,819 in fiscal 2007, and 2,665 as of the end of May 2008.

In our business plan for fiscal 2007, we have set a target of increasing the total number of electric housing up to some 220,000 (120,000 all-electric and 100,000 semi-electric housing units) by fiscal 2011. We will continue our efforts to positively propose and promote home electrification.

* “All-electric housing” are defined as homes having the household cooking equipment, hot water supply system and space heating system all fully based on electric energy, requiring no gas or fuel oil. Such homes will use electricity as the sole energy source for daily life requirements; specifically, cooking heaters in the kitchen, the Eco-Cute system (heat pump system based on CO2 refrigerant) for hot water supply and a space heating system based on electric air conditioners or storage heaters.