

A decorative graphic consisting of multiple horizontal bands of blue and white, arranged in a jagged, zig-zag pattern that resembles a stylized lightning bolt or a series of steps. The bands are of varying widths and are set against a white background.

THE 1984 LOUISIANA WORLD EXPOSITION

A MESSAGE FROM THE CHAIRMAN OF THE LOUISIANA WORLD EXPOSITION

Dear Associates of the Electric Industry:

As you in the industry well know, electricity plays a primary role in the national economic recovery and in continued regional and national economic growth in future years. America's Electric Energy Exhibit (AEEE) pavilion at the Louisiana World Exposition in New Orleans offers the entire electric industry an opportunity to join together in conveying this message the way the industry wants to say it to the general public — our customers and stockholders.

The Louisiana World Exposition opens May 12 and will continue through November 11, 1984. This brochure will acquaint you with the Exposition, with New Orleans and, in particular, with the AEEE pavilion and its theme. Please consider carefully the opportunity presented by the AEEE pavilion as described in these pages.

As a regulated industry, our future success depends in part on how well the public understands the link between growth, employment, and personal economic security and the availability of an economical supply of electric power to all sectors of society. As an industry that serves the public so pervasively, we have a duty to help the public understand this critical link and to point out the economic disruption that a shortage of electric power would cause.

To let our customers know what their electric utilities are doing to assure an adequate supply of electricity, competitively priced, the pavilion will stress the advantages of using coal and nuclear resources to produce electricity. Despite sharp increases in fuel and operating costs, electricity continues to be a good value. According to the U.S. Energy Information Agency, in the last 10 years, the average wellhead price of both natural gas and



petroleum has increased at a rate four times higher than has the average kWh price of electricity. This lower rate of increase is due largely to the move towards coal and nuclear fuel, and we should remind our consumers that there can never be a foreign embargo of our U.S. coal and nuclear resources.

Up to three million people from all over the United States are expected to visit the AEEE pavilion next summer. The pavilion provides us with the opportunity to communicate with each of these visitors for approximately 20 minutes while they are in a receptive mood free from distractions of daily life. I urge you to join with me and all the AEEE members in support of this worthwhile project.

Sincerely,

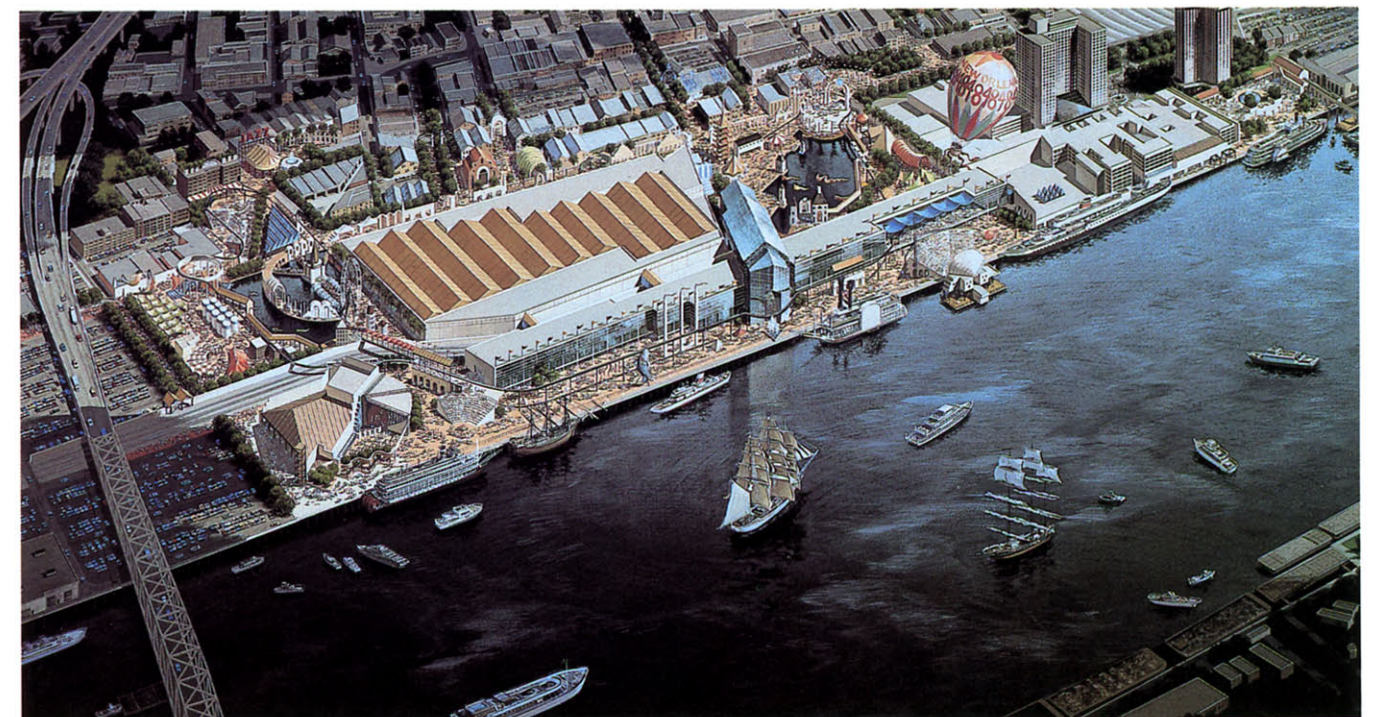
A handwritten signature in dark ink, appearing to read "F. Lewis".

Floyd W. Lewis, Chairman
Louisiana World Exposition

NEW ORLEANS WELCOMES THE 1984 WORLD EXPO — MAY 12 THROUGH NOVEMBER 11



New Orleans, center of commerce and transportation in the new South and home of the historic French Quarter and world famous Superdome stadium, will host the 1984 Louisiana World Exposition.



Enhancing the Fair Theme: "The World of Rivers: Fresh Water as a Source of Life," this 82-acre site on the banks of the mighty Mississippi River is being prepared to welcome the world to New Orleans.

ELECTRIC INDUSTRY PAVILION TO STRESS ECONOMIC GROWTH

America's Electric Energy Exhibit (AEEE) is once again sponsoring what will surely be a very popular pavilion at the 1984 Louisiana World Exposition. AEEE operated a successful pavilion which attracted over two million people at the 1982 Energy Expo in Knoxville. AEEE is a non-profit corporation of associations and businesses in the electric industry.

The pavilion theme "Rivers of Electricity" furthers the Exposition theme "The World of Rivers: Fresh Water as a Source of Life." All of the pavilion's entertainment and exhibitry is designed to enhance the visitors' understanding of electric power as a basic element for maintaining and improving America's living standards, job opportunities, and economic competitiveness.

Visitors to the Exposition will be led to the AEEE pavilion by a guide riding an electric powered motorbike. Pavilion visitors will be greeted by an electric robot who will both entertain and interact with the audience in the covered queueing area. Upon entering the pavilion, visitors will walk through a 110-foot long "Tunnel of Progress" that transports them from the pre-electric age through all the cultural and economic transformations made possible by electricity. The exhibit area will feature computerized electronic games each conveying a particular point that links electricity to the economy. Overhead a large neon sculpture of the power transmission grids will portray how rivers of electricity flow to all sectors of the economy. Interactive exhibits will allow visitors to expand their knowledge of electricity's sophisticated applications in contemporary society and the importance of coal and nuclear fuel to assure a continued adequate supply of electricity.

A 90-foot dome will house the pavilion theater. A 10-minute 35mm film specially designed for the theater will entertain as many as 400 visitors at a time and synthesize for them the overall message of the pavilion.

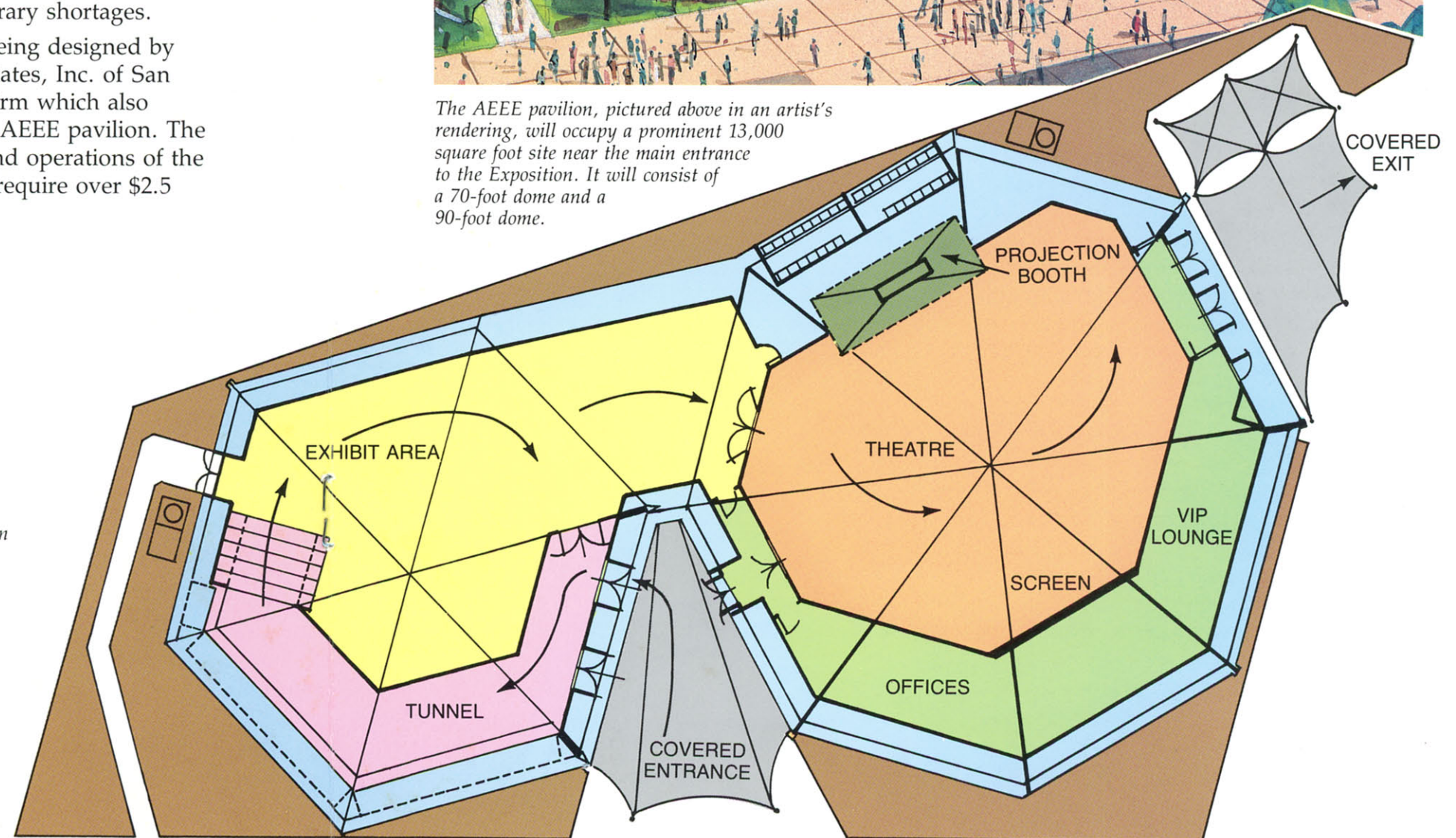
In the theater queueing area, visitors waiting to enter the theater will be entertained by a live demonstration which uses a game show format. The demonstration, designed by Oak Ridge Associated Universities of Oak Ridge, Tennessee, drives home the concept of load management and the economic consequences of temporary shortages.

The AEEE pavilion is being designed by Roger Tierney & Associates, Inc. of San Diego, California, the firm which also designed the Knoxville AEEE pavilion. The design, construction, and operations of the pavilion is expected to require over \$2.5 million.

The interior floor plan pictured can accommodate some 700 people. At any given time, visitors will be entertained and informed by exhibitry, live demonstrations and film presentations.

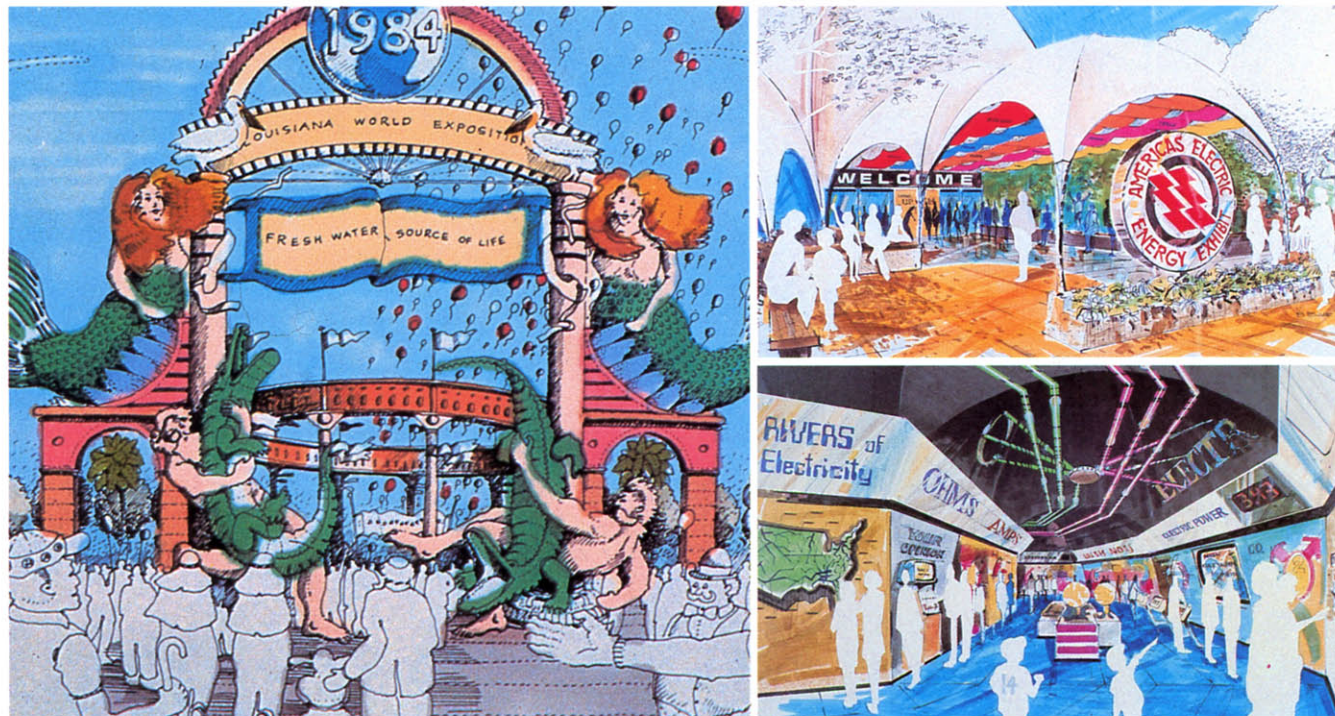


The AEEE pavilion, pictured above in an artist's rendering, will occupy a prominent 13,000 square foot site near the main entrance to the Exposition. It will consist of a 70-foot dome and a 90-foot dome.



POINTS INCORPORATED IN THE PAVILION TO SUPPORT THE THEME: "RIVERS OF ELECTRICITY"

- Even with conservation and the economic recession, the U.S. sends about \$1 billion per week overseas for oil. Versatile electric power will lead the U.S. to a wiser energy balance which relies more fully on plentiful coal and nuclear fuels.
- Electricity is environmentally attractive and an infinitely controllable form of energy.
- Electricity has grown from 1/4 of total U.S. energy use in 1970 to more than 1/3 today. It will grow to about 40% by 1990 and as much as 50% by the year 2000. To supply that power, 300 new major generating stations will be needed by 2000.
- Total U.S. energy use has dropped by 5% in the past 10 years, but electric power usage increased by 23%, in line with a GNP growth of 20%.
- New high-tech businesses and revitalized smokestack industries all depend on reliable electric power. A real or imagined shortfall could force industry to locate overseas causing disastrous U.S. unemployment and loss of taxes to fund societal programs.
- Alternative energy sources (solar, wind, biomass, synfuels, fusion) are not here yet, nor will they be within the foreseeable future. U.S. fuel choices in this century are limited to coal and nuclear, with some oil and gas.
- Nuclear power plants save American consumers about \$3 billion a year, according to the U.S. Department of Energy. Over the past decade, they have saved consumers some \$30 to \$40 billion in electric costs.



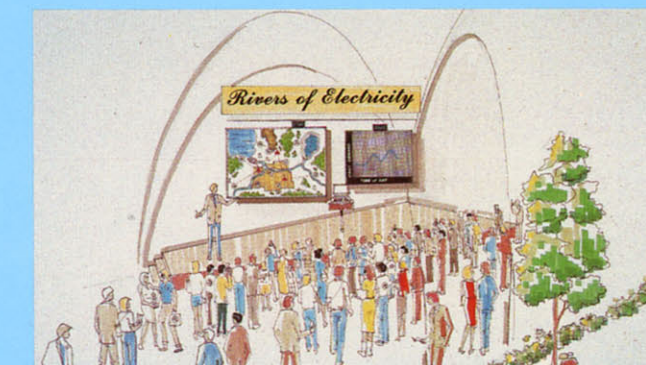
Artist's rendering of the entrance to the 1984 World's Fair (left) and the entrance and interior of the AEEE Pavilion.

BENEFITS TO SPONSORS: AN EXCITING PUBLIC INFORMATION AND MARKETING OPPORTUNITY

Contributions may be made in two installments — one for 1983 and one for 1984 without straining the corporate communications budget. Contributors to the pavilion will be welcome to visit the VIP lounge located in the theater dome.

By pooling resources, sponsors can:

- Create greater consumer awareness of the fact that the electricity generated by existing U.S. coal and nuclear resources is a bargain and represents more value than the eye can see.
- Drive home, in a pleasant, controlled environment, the forceful message that an adequate, reasonably-priced supply of electricity from a variety of energy sources is vital to a strong, expanding American economy and its competitive position in world trade.
- Gain greater public understanding that electricity is our most basic, capital-intensive industry — nothing works without it!
- Present a dramatic, carefully-orchestrated showcase of electrical progress over the years.
- Achieve maximum impact and public exposure to the story of electricity at minimum corporate expense.



Theatre queueing area with live demonstration.

- Create public awareness that *sufficiency* and *efficiency* are locked together. A shortfall in either would be disastrous in terms of providing more jobs and improving the quality of life.

RESIDUAL BENEFITS TO SPONSORS

By educating up to three million pavilion visitors on the social and economic benefits of electricity, corporate sponsors can:

- Help create an improved public understanding of the importance of electricity in fueling the U.S. economy and raising the standard of living.
- Encourage a more predictable, responsible business and regulatory climate in which decisions about future generation capacity — especially coal and nuclear — can be made on a more rational, less emotional basis.

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