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FOR IMMEDIATE RELEASE

**Geltz Communications Wins International Honors
for Communications Campaign**

PASADENA, CA, December 19, 2005: A communications campaign for Southern California Edison (SCE), designed and implemented by Pasadena-based Geltz Communications, has been selected as a winner in the 2005 Magellan Awards from the League of Communications Professionals (LACP).

The winning campaign, which promoted SCE's Summer Discount Plan to a select group of 2,000 residential customers, received Honors, competing among corporations with annual revenues of more than \$1 billion. Other winners include American Airlines, Allergan and John Hancock.

The 2005 Magellan Awards drew nearly 500 entries. The competition judges rated the SCE campaign as "excellent – outstanding, strong performance." Scoring was based on first impression, clarity of communication goals, target audience definition, key messaging, campaign execution and campaign results.

SCE Program Manager Mark Martinez stated, "The award is significant since this is yet another example of SCE's Tariff Products and Services receiving a marketing award for outstanding outreach for a demand response program."

Established in 2001, the San Diego-based League of Communications Professionals provides a forum within the public relations industry to facilitate discussion of best-in-class practices and to recognize exemplary communications capabilities.

Geltz Communications, founded in 1990, is a full-service integrated marketing communications company with a focus on the energy, water and environmental industries. Geltz has developed a specialty in developing and executing marketing and sales strategies for utility energy efficiency and demand response programs.

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