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HOME GREEN HOME KIOSK VIDEO RECEIVES NATIONAL HONORS AWARD

PASADENA, CA – November 2008 – Last month, when the League of American Communications Professionals (LACP) announced award recognitions, the “Home Green Home” Kiosk video was presented with the national Honors award. This comprehensive energy efficiency video is the centerpiece for the Energy Efficient Kiosk Program, which is being implemented by Intergy Corporation and Geltz Communications with funding from Southern California Edison and Southern California Gas Company (The Gas Company).

The video is produced in three languages—English, Spanish and Mandarin—and provides compelling and interesting information about energy efficiency improvements for Southern California home owners. It includes information on no-cost energy saving tips, low-cost energy saving improvements (less than \$100 – rebates available), and higher-cost energy saving improvements (more than \$100 – rebates available and banks can assist with loans for large improvements). The video is viewed on interactive kiosks at 16 Arrowhead Credit Unions and four East West Bank locations in Southern California. Customers view the video, interact with the kiosk, and can complete a Home Energy and Water Efficiency Survey and receive a complimentary gift card. The gift cards are available to current customers of The Gas Company and Southern California Edison.

“What a great video! We love the wide range of voices and perspectives offered to viewers, as well as the various tips to help homeowners save energy,” said the judges. “Nice creativity – a great departure from the conventional to attract and maintain interest with the target audience.”

RSR Productions, working with Intergy and Geltz, handled filming and production of the video. Geltz was the marketing principal for the project.

“Our focus on this project was to bring attention to the community at large about energy efficiency through a new outlet – financial institutions,” says Christine Geltz, President and CEO of Geltz Communications, Inc. “To receive the recognition by LACP is wonderful and we are honored by the award.”

The Kiosk Program was funded by California utility customers and administered by The Gas Company and Southern California Edison under the auspices of the California Public Utilities Commission through a contract awarded to Intergy Corporation.

About Geltz Communications, Inc.: Geltz is a full-service marketing communications firm delivering strategic branding, marketing, and community-level outreach for energy and water efficiency programs. For more information, visit www.geltzcomm.com

About Intergy Corp.: Intergy Corporation is a specialized resource conservation firm that provides innovative and efficiency solutions, water conservation, and renewable generation.

About Southern California Edison: An Edison International (NYSE:EIX) company, Southern California Edison is one of the nation's largest electric utilities, serving the population of more than 13 million via 4.8 million customer accounts in a 50,000 square-mile service area within central, coastal and Southern California. To learn more, go to www.sce.com.

About East West Bank: East West Bank [NASDAQ: EWBC] is a publicly owned company with \$11.9 billion in assets. The Company's wholly owned subsidiary, East West Bank, is the second largest full service commercial bank headquartered in Southern California with 72 branch locations. In addition to serving the mainstream market, East West is also one of the largest financial institutions in the nation serving the Chinese-American community. For more information, please visit our corporate website at www.eastwestbank.com.

About Arrowhead Credit Union: Arrowhead Credit Union was established in 1949 and serves more than 162,000 members in the Inland Empire with over \$1 billion in assets and 28 branch locations. For more information, visit www.arrowheadcu.org.

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