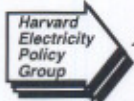


HARVARD
ELECTRICITY POLICY GROUP
NEW ORLEANS, LA

January 27, 1995

OWENS ALEXANDER, JR.
Vice President, Marketing
SOUTHERN CALIFORNIA EDISON COMPANY





AN ABUNDANCE OF PRODUCT & SERVICE OPPORTUNITIES

ENERGY SOLUTIONS

Energy Efficiency
Technical Audit
Customer Education
Hydraulic Inspection
New Construction Consulting
End Use Consulting
Integrated Solutions
ENvest
Power Products
Reliable Power Systems
Power Quality
Temporary Power Pedestal
Commercial Area Lighting
Low Voltage Maintenance
Surge Protection
Dispersed Generation
On Site Generation
Co-Gen Thermal Supply
Photovoltaics (On-Grid)
Photovoltaics (Off-Grid)
Mobile Generation
Fuel Cells

COMMUNICATION SOLUTIONS

Fiber Leasing
Channel Capacity Leasing
Conduit / Duct
Pole Attachment
NETCOMM

New Orleans, LA
January 27, 1995

INTERACTIVE CUSTOMER SYSTEMS

Advanced Energy Management Services
Real Time Price Delivery
Security Monitoring
Energy Efficiency Software
Customer Automation

TRANSPORTATION SOLUTIONS

Electric Vehicles
Battery Financing/Leasing
Charging Card
Charging Infrastructure
Infrastructure Installation Svc
Products Distributor
Public Charging
Reliability Service
Service & Maintenance
Electric Rail
Non-licensed Utility Vehicles

DISTRIBUTION SERVICES

Line Extension
Substations
Outage Management

ENERGY SALES

Pricing Options:
Real Time Pricing
Interruptible
Incremental Sales Rate
Electronic Billing & Payment
Long Term Contracts
Summary Billing
Gas Brokering

GENERATION

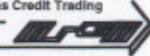
Firm Economy
Unbundled CAS

OTHER

Utility Construction
Utility Design
SSID/ESI
Billing Services
Computing Services
Direct Marketing
Data base Services
Credit/Collection Services
Billing for Others
Meter Reading Svcs for Others

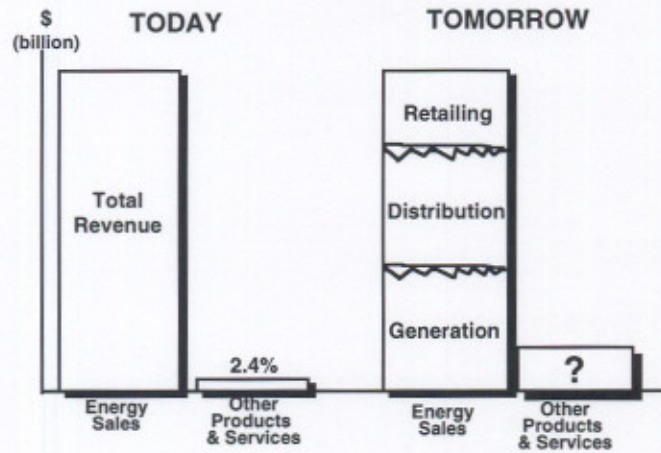
ENVIRONMENTAL SOLUTIONS

Central Cooling Facilities
Clean Air Technology
Commercial Cooking
Water Heating
Metal Works:
Electric Arc Furnaces
Induction Melting Furnaces
Resistance Electric Furnaces
Power Pumping
Internal Combustn Engine Replace
Membrane Filtration
Ozonation
Emerging Technologies
Heat Recovery Chillers
Microwave Clothes Dryers
Ozonation For Laundry
Regenerative Thermal Oxidizer (RTO)
Emissions Credit Trading





WHERE IS THE VALUE?



New Orleans, LA
January 27, 1995

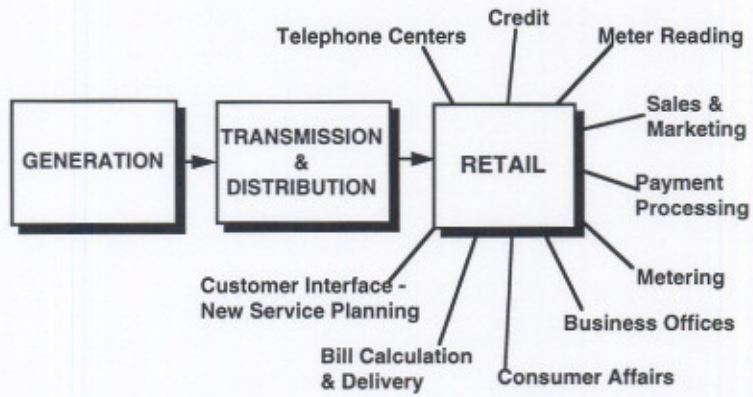


TODAY

SCE:

Total Operating Revenue	\$7.4 billion	(100%)
Other Revenue	178 million	(2.4%)

RETAILING IN A RESTRUCTURED ENVIRONMENT



RETAILING IN A RESTRUCTURED ENVIRONMENT

