



## NEWS RELEASE

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### **Customers Praise Gas South's 'Pay-As-You-Go' Program in Video to Mark Program's Second Anniversary**

*Innovative program requires no deposit and offers competitive rates.  
More than 12,000 Georgian households receive natural gas service through the Pay-As-You-Go program.*

(Atlanta – September 13, 2010) – “The Gas South Pay-As-You-Go program is really the right thing for me,” says Cobb County resident Tanya in a new video about the innovative payment option Gas South developed specifically for credit-challenged consumers. After spending an entire winter with no heat, Tanya was thrilled to find that Gas South could provide natural gas service to her with no deposit – and despite past credit difficulties -- when she moved into her Marietta apartment. “My heat, my stove and hot water are all dependent on gas, so it is very important.”

Tanya is one of four Gas South customers who discuss how the Pay-As-You-Go program helped them save money and build a positive payment history in a video produced to mark the program's second anniversary. The video can be viewed on the Gas South website at [www.gas-south.com/payasyougo](http://www.gas-south.com/payasyougo).

Even amid signs of a strengthening economy, the recent recession has left many consumers with uncertainty and a renewed commitment to savings and value – and thousands have turned to Gas South's Pay-As-You-Go program for affordable residential natural gas service; more than 12,000 customers are currently enrolled in the program.

“Value, affordability and convenience – these are the reasons Pay-As-You-Go has proven to be an attractive and valuable option for credit-challenged consumers,” said Kevin Greiner, CEO of Gas South. “Customers have been very pleased with Pay-As-You-Go, and it has been gratifying for Gas South to be able to help consumers in Georgia during this difficult time.”

Pay-As-You-Go was developed specifically for credit-challenged customers who may have recently relocated, lack a credit history or are dealing with financial challenges that prevent them from qualifying for service or paying the deposits required by other natural gas providers. Although the state's regulated provider is required to offer natural gas service to anyone, regardless of credit history or ability to pay, it too can require large deposits and customers may be affected by rate volatility.

By contrast, customers who qualify for Gas South's Pay-As-You-Go program are not required to pay any deposit and receive the benefit of more stable rates. In addition, customers who establish a good payment record with Pay-As-You-Go for 12 consecutive months become eligible to transfer to one of Gas South's standard plans, which feature rates that are among the most affordable in Georgia.

Since the program began in 2008, more than 2,000 customers have been offered the opportunity to switch from Pay-As-You-Go to one of Gas South's regular rate plans – including all four customers who appear in the video.

In a survey of Pay-As-You-Go customers who had received service through the program for at least 12 months, nearly 90 percent of respondents reported being very satisfied (60%) or satisfied (28%) with the voluntary program, and 92 percent said they would recommend it to a friend. In addition, more than one-third of respondents (37%) cited the fact that the program requires no deposit as the leading reason for enrolling, followed by 23 percent who cited the program's low rates, and 21 percent who became Gas South Pay-As-You-Go customers after being declined for service by another natural gas provider.

“We recognized that historically credit-challenged consumers have been underserved by natural gas providers, and we developed Pay-As-You-Go to offer a valuable option,” said Greiner. “The facts that the program requires no deposit and offers competitive rates continue to be very important for customers who also may have had difficulty qualifying for service or are required to pay a large deposit by other providers.”

Greiner said the value of Pay-As-You-Go also is recognized by local community service agencies because it allows the agencies to maximize their home utility assistance dollars while also helping to lower the out-of-pocket costs for consumers. Agencies including CredAbility

(formerly Consumer Credit Counseling Service), the Salvation Army, United Way, Society of St. Vincent DePaul and the Atlanta Community Food Bank have partnered with Gas South to raise awareness of the Pay-As-you-Go program among the communities they serve.

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#### **About Pay-As-You-Go**

The Pay-As-You-Go program utilizes a patent-pending billing methodology to estimate natural gas charges for the next 30 days, based on seasonal factors, a household's historical gas usage and market prices for natural gas. The billing process also includes a "true-up" process to capture the difference between the actual charges and what was projected by Gas South for the prior month, to ensure consumers only pay for the gas they use. For more information, visit [www.gas-south.com/payasyougo](http://www.gas-south.com/payasyougo).

#### **About Gas South**

Gas South is Georgia's fastest growing natural gas provider, serving approximately 250,000 residential, business and governmental customers across the state. Based in Atlanta, Gas South is locally owned and operated, with all customer service provided through Georgia-based call centers. Gas South strives to help its customers every day with clear prices, great rates and outstanding service. For more information, visit [www.gas-south.com](http://www.gas-south.com).