



## **NEWS RELEASE**

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### **Mid South Outpaces Other Utilities Nationally**

The results are in, and Mid South scored very well in the American Customer Satisfaction Index (ACSI), the most recognized consumer satisfaction index in the United States.

Earlier this year, Mid South Synergy conducted a survey to better understand the relationship it has with its members. As part of the survey, the ACSI asked questions to develop a score which is used to compare Mid South Synergy with other Touchstone Energy Cooperatives and investor-owned utilities such as Entergy and TXU.

This year's ACSI score for Mid South Synergy is 84, which is higher than the national average for all 632 Touchstone Energy Cooperatives combined (80). In addition, Mid South's score of 84 is significantly higher than the national average for the entire utility industry, which had an ACSI score of 71.

“Our employees make a difference everyday,” says Kerry Kelton, General Manager and CEO of Mid South Synergy. “We’re very pleased with our score and appreciate every employee’s contributions to providing such excellent service to our member-owners. It is their commitment to Mid South and its member-owners that distinguishes Mid South from other utilities. We’re very proud of them and the work they do everyday in providing service to keep the lights on.” Electric cooperatives’ primary goal is to serve their members, and the ACSI scores show that we’re obviously doing something right.”

#### About the ACSI

The ACSI is a national economic indicator of customer evaluations of the quality of products and services available to household consumers in the United States. The index is managed by the University of Michigan Business School and sponsored by the American Society for Quality. Some national utility scores include Southern Company 82; Entergy Corporation 73; Florida Power and Light 73; TXU 63. Other company scores and other information about the ACSI can be found at [www.theacsi.org](http://www.theacsi.org).

***Mid South Synergy, with full service facilities in Navasota, Montgomery and Huntsville, serves commercial, industrial and residential member-owners through 2700 miles of power line and nearly 23,000 meters in Grimes, Brazos, Madison, Walker, Montgomery and Waller Counties. Please visit our website at [www.midsouthsynergy.com](http://www.midsouthsynergy.com)***