



Portland General Electric Company
121 SW Salmon Street • Portland, Oregon 97204
PortlandGeneral.com

March 1, 2013

Public Utility Commission of Oregon
Attn: Filing Center
550 Capitol Street, N.E., Suite 215
Salem, OR 97301-2551

Re: Commercial Energy Efficiency Lighting Upgrade Sweepstakes

This letter represents notice of a promotion that Portland General Electric (PGE) will run between April 1, 2013 and May 31, 2013 to encourage energy efficient choices by PGE's commercial customers. PGE believes this concession falls under the exclusion found in OAR 860-026-0015(3)(f), as well as that PGE is not providing any consideration to a person to induce additional electricity use as specified under the rule. In the interest of time, PGE is providing details about the activity in case there are questions about the applicability of the exclusion.

Description of Sweepstakes

On April 1, 2013, PGE will launch a Lighting Upgrade Sweepstakes targeting commercial customers within PGE's service territory to encourage customers to reduce energy consumption at their place of business. Customers requesting an energy efficiency consultation during the sweepstake period will be automatically entered into the sweepstakes with one entry per business eligible.

Ten (10) winners will be selected through a random drawing and awarded an energy efficient lighting upgrade for an approximate value of up to \$1,000. The award is limited towards paying for a portion of materials and labor. The lighting retrofit must meet or exceed the Energy Trust of Oregon (ETO) energy efficient guidelines. Winners will be notified by email or phone by June 30, 2013.

A copy of the Official Rules for the Sweepstakes is attached.

The total cost of administering this Sweepstakes, including the prize money, is \$43,000 and will be paid by funds collected through PGE's Schedule 110.

If you have any questions, please contact Terri Bowman at (503) 464-8854.

Please direct all formal correspondence and requests regarding this notice to the following email address: pge.opuc.filings@pgn.com.

Sincerely,

Terri Bowman

/s/: Terri Bowman
Rates & Regulatory Affairs

cc: Lisa Gorsuch, OPUC
Onita R. King, NW Natural



Portland General Electric

Official Rules

Lighting Upgrade Sweepstakes (the "Sweepstakes")

1. Sweepstakes Description / How to Enter: NO PURCHASE OR PARTICIPATION IN AN ENERGY EFFICIENCY CONSULTATION IS NECESSARY TO ENTER OR WIN. THIS SWEEPSTAKES IS OPEN TO THE OWNERS OF ANY LEGAL BUSINESS LOCATED WITHIN PORTLAND GENERAL ELECTRIC'S SERVICE TERRITORY WITHIN THE STATE OF OREGON. THE INSTALLATION OF THE PRIZE MUST OCCUR AT A BUSINESS LOCATION IN PGE'S SERVICE TERRITORY. PARTICIPATION CONSTITUTES PARTICIPANT'S FULL AND UNCONDITIONAL AGREEMENT TO AND ACCEPTANCE OF THESE OFFICIAL RULES. Sweepstakes is sponsored by Portland General Electric, 121 SW Salmon, 1WTC0302, Portland, OR 97204 ("Sponsor").

How to Enter: You may enter Sweepstakes online or by mailing in a postage paid card. Customers requesting an energy efficiency consultation from the Sponsor during the Sweepstakes Period (defined below) are automatically entered in the Sweepstakes.

Online: Access the "Lighting Upgrade Sweepstakes" Web page through PGE's Web site; fill out all the required fields of the pledge form, then click the "submit" button at the end of the page.

Online entries must be received by 11:59:59 p.m., May 31, 2013. Only one entry per business will be eligible. Incorrect, partial or late entries will not be accepted.

In the case of entries from government agencies or school districts, 'entity' refers to the larger organization, not individual departments within the government agency or individual schools within the school district. Sponsor reserve the right to disqualify any business or e-mail address that submits multiple entries. All entries become the exclusive property of Sponsor and will not be acknowledged or returned. Any submission of robotic, automatic, or programmed entries, or any entries submitted by agencies, other third parties, or through other unapproved methods are void.

- 2. Sweepstakes Period:** The Sweepstakes runs from 8 A.M. PT on April 1, 2013, until 11:59 p.m. on May 31, 2013 ("Sweepstakes Period").
- 3. Winner Selection:** Ten (10) prize winners will be selected in a random drawing to be conducted within ten (10) business days following May 31, 2013, from all eligible entries received. **Odds of winning depend on the number of eligible entries received.** Winner will be notified by e-mail message or by phone by June 30, 2013.
- 4. Requirements of Winner:** Potential winner of prizes may be required to sign and return a release of liability, declaration of eligibility, and where lawful, a publicity consent agreement, within ten (10) days of acknowledged notification. **By accepting and/or using prizes, winner agrees to the use of his/her name, voice and/or likeness for the purpose of advertising, trade, or promotion without further compensation, unless prohibited by law.** If a selected potential winner cannot be contacted, is ineligible, fails to claim prizes, or fails to return the completed and executed declaration and releases as required within the time prescribed, prizes will be forfeited and an alternate potential winner selected. In the event of a dispute regarding who submitted an online entry, the entry will be deemed submitted by the authorized account holder of the e-mail account. Sponsor reserve the right to request proof that potential winner is the authorized account holder of the e-mail account.
- 5. Grand prize:** The prize to be awarded in the **Lighting Upgrade Sweepstakes** is a lighting energy-efficient upgrade for a value of up to \$1,000 and is limited towards paying for a portion of materials and labor. The lighting energy-efficient upgrade must meet or exceed incentive requirements for lighting energy efficiency by the Energy Trust of Oregon. The winners may choose a contractor or vendor of their choice for delivery and installation of the prize. Should material and labor costs exceed \$1,000 **winner shall be responsible to pay any amount over \$1,000. Should material and labor costs be less than \$1,000 the prize will be limited to those costs only; no "change" will be issued.** The installation date will be as mutually agreed between the contractor/vendor and the winner. The project must be started with the Energy Trust of Oregon by September 15, 2013. The installation of the prize must occur at a business location within PGE service territory by June 1, 2014. The lighting energy-efficient upgrade must occur at a commercial or industrial business site and cannot be installed at a residence or home office. No alternative prize, cash, or other substitution is permitted. All federal, state, and local taxes, fees, and duties are the sole responsibility of the winner.
- 6. Eligibility:** Sweepstakes is open only to business customers of Portland General Electric Company. Persons entering the sweepstakes on behalf of their business must be 21 years of age or older and legal residents of the United States for the duration of the Sweepstakes Period. To be eligible to win the prize, businesses must currently operate a business located in Portland General Electric Company's service territory. Employees, officers, directors and agents of Sponsor, its parent companies, affiliates, subsidiaries, advertising, promotion and fulfillment agencies, their immediate family members and persons living in their same household, are not

eligible to participate in the Sweepstakes. Void where prohibited. All federal, state and local laws and regulations apply. The winner may choose to give the prize as a gift to another business; however, the recipient must also qualify to win under the terms of these Official Rules.

7. **General Conditions: NO PURCHASE NECESSARY TO ENTER OR WIN.** By entering, participant accepts and agrees to be bound by these rules and by the decision of the Sponsor, which shall be final and binding in all respects. Sponsor reserves the right to disqualify any person or e-mail address that Sponsor determines to be in violation of any term contained in these Official Rules. Sponsor reserves the right to modify these rules for clarification purposes without materially affecting the terms and conditions of the Sweepstakes. Sponsor reserves the right to cancel this Sweepstakes at any time without obligation or prior notice. By entering, each participant agrees to be bound by these Official Rules and the decisions of Sponsor, which shall be final.
8. **"Disclaimer of Warranties":** THE SPONSOR MAKES NO WARRANTY OF ANY KIND, EXPRESS OR IMPLIED, WITH RESPECT TO THE EQUIPMENT CHOSEN FOR THE LIGHTING ENERGY-EFFICIENT UPGRADE OR ITS INSTALLATION, INCLUDING BUT NOT LIMITED TO ANY IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE, AND ALL SUCH WARRANTIES ARE HEREBY DISCLAIMED AND EXCLUDED. ANY MAINTENANCE AND WARRANTIES SHALL BE LIMITED TO THOSE PROVIDED BY THE MANUFACTURER.
9. **Limitations of Liability:** Sponsor and its employees, officers, directors, shareholders, agents and representatives of Sponsor, its parent companies, affiliates, subsidiaries, advertising, promotion, and agencies, and legal advisors are not responsible for and shall not be liable for: (i) late, lost, delayed, damaged, misdirected, stolen, incomplete, illegible, unintelligible or postage-due entries, notices, releases, forms, affidavits, or other correspondence; (ii) telephone, electronic, hardware or software program, network, Internet, or computer malfunctions, failures, interruptions or difficulties of any kind; (iii) failed, incomplete, garbled, or delayed computer transmissions; (iv) any condition caused by events beyond the control of the Sponsor that may cause the Sweepstakes to be disrupted or corrupted; (v) any injuries, losses, or damages of any kind arising in connection with or as a result of the prize, or acceptance, possession, or use of the prize, or from participation in the Sweepstakes or arising from the participant's access to and use of the Web site www.PortlandGeneral.com to the extent permitted by law including without limitation, personal injury, death, and property damage, and claims based on publicity rights, defamation, or invasion of privacy; (vi) any printing or typographical errors in any materials associated with the Sweepstakes; (vii) maintenance or repair of the prizes; and (viii) installation or the contractor's acts or omissions related to it. By accepting the listed prizes, the winner or the winner's designee hereby releases Sponsor from all liability described herein.
10. **Disputes:** The Sweepstakes is governed by the laws of the United States and the State of Oregon. AS A CONDITION OF PARTICIPATING IN THE SWEEPSTAKES, PARTICIPANT AGREES THAT ANY AND ALL DISPUTES WHICH CANNOT BE RESOLVED BETWEEN THE PARTIES AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE SWEEPSTAKES, SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION, AND MUST BE BROUGHT IN THE STATE OR FEDERAL COURTS IN PORTLAND, OREGON.
11. **How to Be Notified of the Winner:** A copy of these rules and/or the name of the winner may be obtained by sending a self-addressed stamped #10 envelope to Lighting Upgrade Sweepstakes, Portland General Electric, 121 SW Salmon, 1WTC0302, Portland, OR 97204. Requests must be received no later than August 31, 2013. Winners will be announced by PGE in summer Energize and Business Connection newsletters.