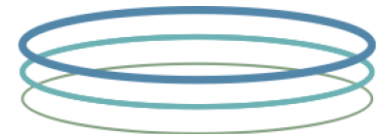


NUCLEAR MATTERS CAMPAIGN OVERVIEW

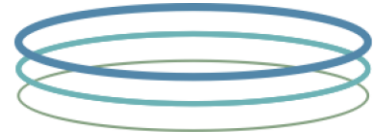
August 2014

NUCLEAR MATTERS



What is Nuclear Matters?

NUCLEAR MATTERS



Nuclear Matters is a bipartisan campaign to engage and inform policymakers and the public about the need to preserve existing nuclear energy plants due to their critical role in America's energy mix.

Our Co-Chairs



Sen. Judd Gregg (R-NH)

- U.S. Senator (NH) from 1993 – 2011
- Chairman of Sen. Budget Committee
- Governor of New Hampshire from 1989 – 1993
- U.S. Representative from 1981 – 1983



Sen. Evan Bayh (D-IN)

- U.S. Senator (IN) from 1999 – 2011
- Governor of Indiana from 1989 – 1997
- Secretary of State in Indiana from 1986 – 1989

Our Leadership Council



Spencer Abraham

- Secretary of Energy 2001 – 2005
- U.S. Senator (MI) from 1995 – 2001
- NRC Co-Chairman 1991 – 1993



Bill Daley

- White House Chief of Staff 2011 – 2012
- Secretary of Commerce 1997 – 2000



Vicky Bailey

- Assistant Secretary of Policy and International Affairs, Department of Energy 2001 – 2004
- FERC Commissioner 1993 – 2000



Blanche Lincoln

- U.S. Senator (AR) from 1999 – 2011
- U.S. Representative (AR-1) from 1993 – 1997



Carol Browner

- Director of White House Office of Energy and Climate Change Policy
- EPA Administrator 1993 – 2001



David Wright

- President of NARUC 2011 – Present
- Chairman of the South Carolina Public Service Commission 2004 – 2011

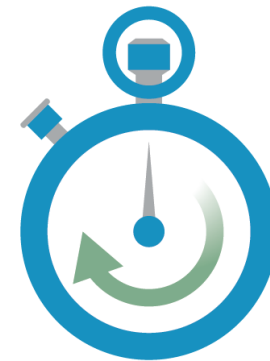
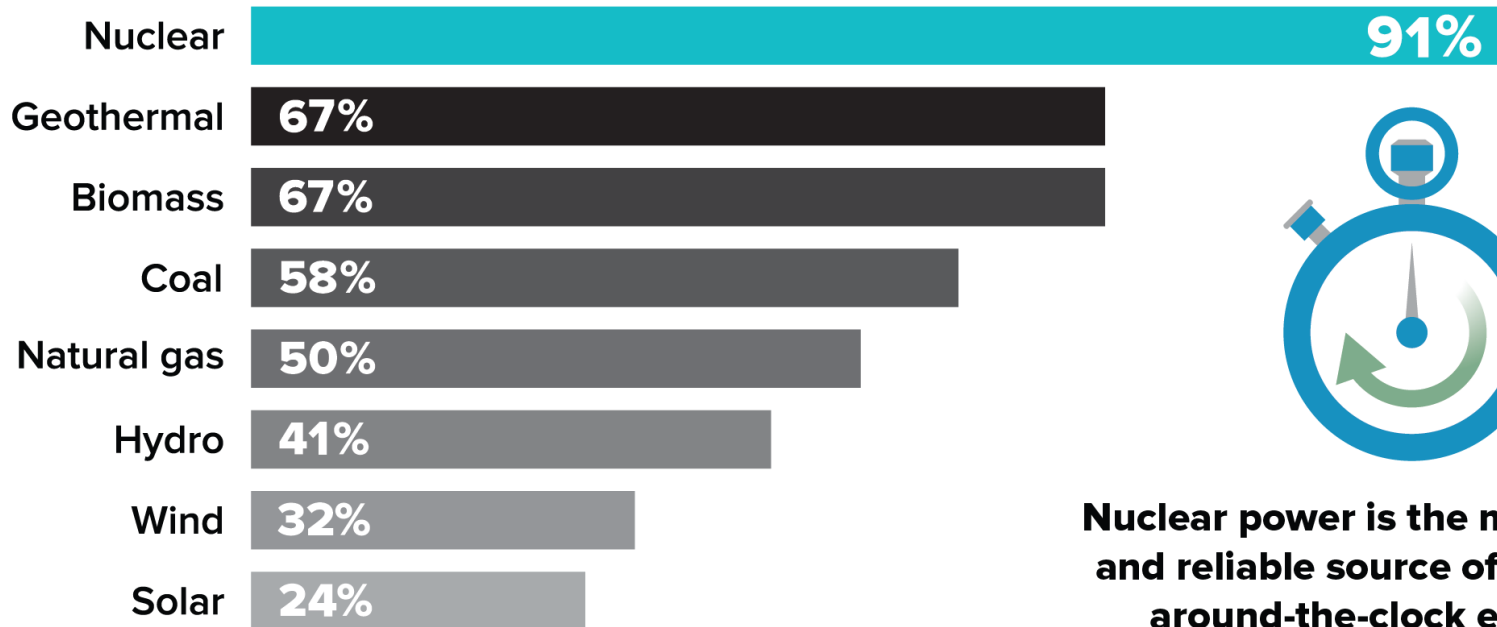
Why Nuclear Matters

- America's existing nuclear energy plants are the backbone of our nation's energy portfolio and provide tremendous benefits.
 - Reliable
 - Carbon Free
 - Economic Engines
- Despite these significant benefits, existing merchant nuclear plants face a “perfect storm” of economic challenges that threaten their continued operation.
- Our energy policies must ensure that existing nuclear energy plants are preserved though different solutions may be appropriate for different parts of the country.

Clear Benefits – Reliable

CAPACITY FACTOR

Percentage of Actual Power Generated vs. Theoretical Maximum Possible in 2013

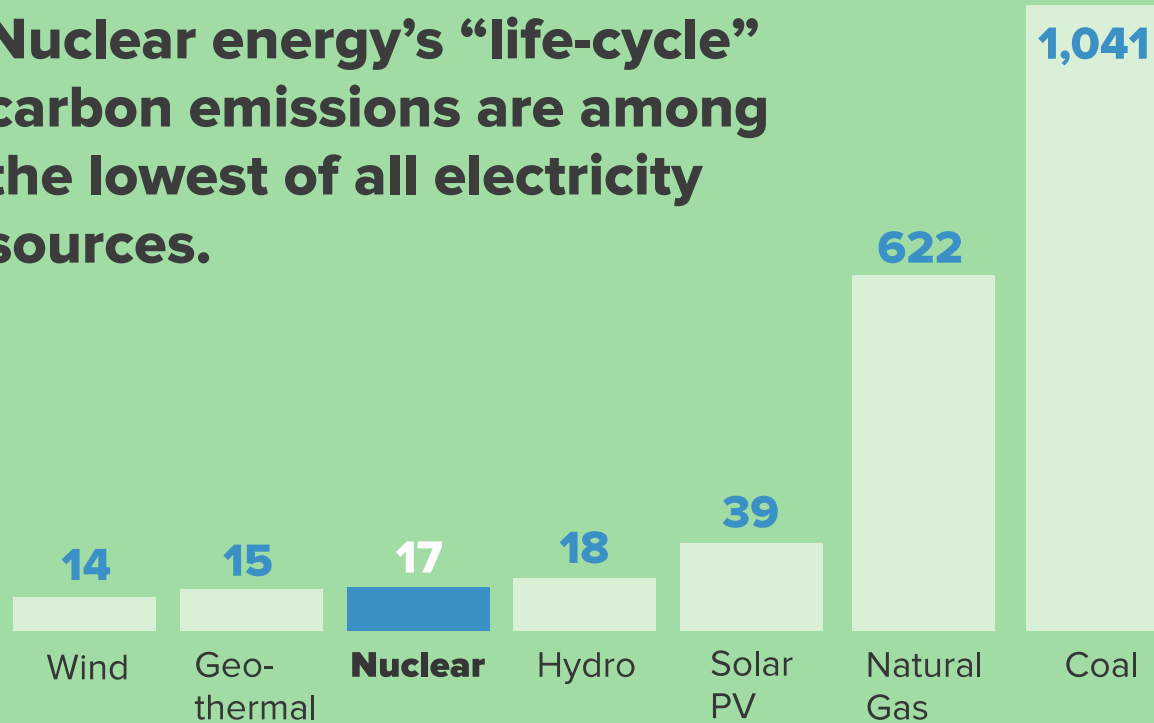


Nuclear power is the most efficient and reliable source of large-scale, around-the-clock electricity.

Source: Nuclear Energy Institute. US Nuclear Power Plant Statistics. <http://www.nei.org/Knowledge-Center/Nuclear-Statistics/US-Nuclear-Power-Plants/US-Capacity-Factors-by-Fuel-Type>

Clear Benefits – Carbon-Free

Nuclear energy’s “life-cycle” carbon emissions are among the lowest of all electricity sources.



NUMBERS ARE TONS OF CO₂ EQUIVALENT PER GIGAWATT-HOUR OF ELECTRICITY
LIFE-CYCLE EMISSIONS ACCOUNT FOR CARBON FROM CONSTRUCTION AND FUEL
USED TO GENERATE ELECTRICITY TO WASTE MANAGEMENT

Clear Benefits – Economic Engines

IMPACT OF EACH NUCLEAR ENERGY PLANT



\$40 MILLION

annual payroll



\$470 MILLION

in revenue from buying local goods and services



\$16 MILLION

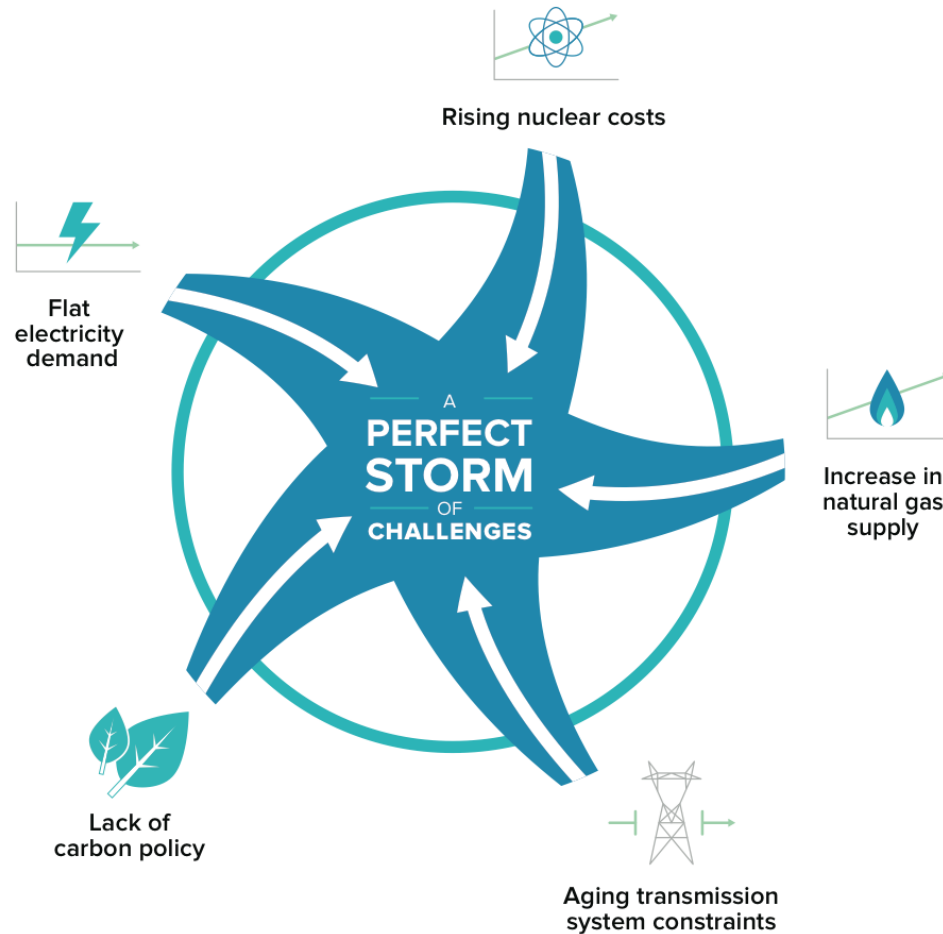
in local and state taxes that benefit schools, roads, parks and other infrastructure

700 WORKERS



1 figure = 25 jobs

Economic Challenges to Nuclear Energy



Taking Action – National Campaign

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www.NuclearMatters.com



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National Advertising

NUCLEAR MATTERS

America's state-of-the-art nuclear energy plants are the backbone of our nation's electricity system. We depend on these plants to maintain a diverse energy supply and to provide reliable, carbon-free and affordable energy now and in the future.

PROVIDE 20% OF AMERICA'S OVERALL ELECTRICITY

"ALWAYS ON" ENERGY GENERATION CAPABILITY

EMIT ZERO AIR POLLUTION

MAJOR SOURCE OF CARBON-FREE ENERGY

Reliable
Carbon-Free
Economic Engines

CREATE 100,000 JOBS THAT GROW LOCAL AND STATE ECONOMIES

TAX REVENUE FOR SCHOOLS, ROADS AND EMERGENCY SERVICES

YET, THE RELIABILITY OF AMERICA'S ELECTRICITY SYSTEM IS IN JEOPARDY DUE TO FLAWED ENERGY POLICIES THAT MAY FORCE NUCLEAR POWER PLANTS TO SHUT DOWN.

To learn more: www.nuclearmatters.com @nuclear_matters

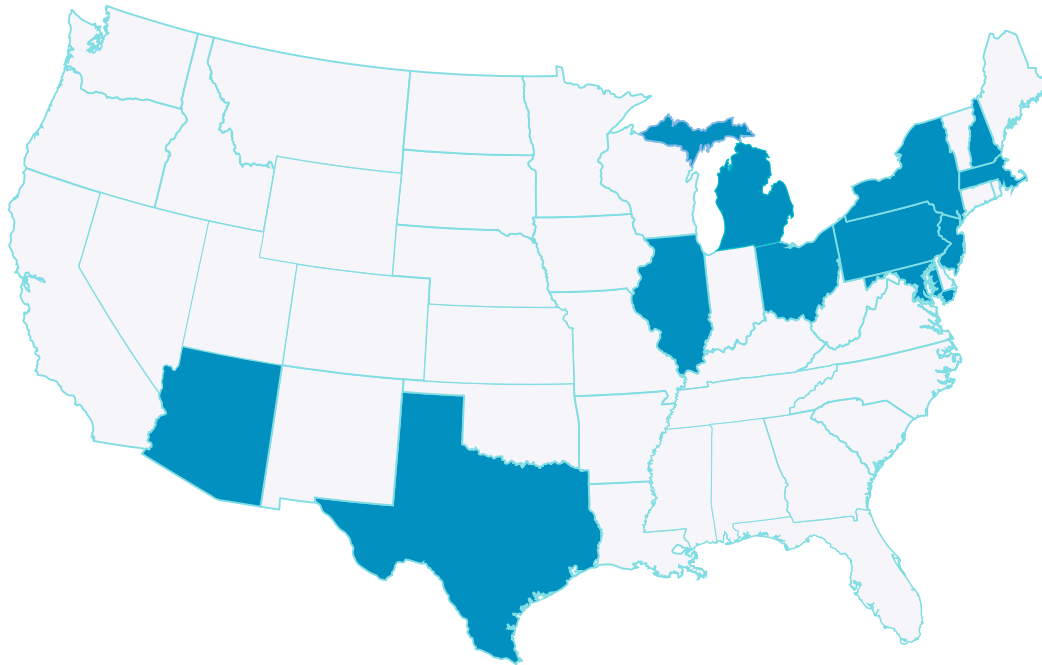
America's nuclear energy plants empower us.

Clean, sustainable nuclear electricity energizes all of America. In fact, existing nuclear plants provide 20 percent of our nation's energy, day and night — without emitting harmful greenhouse gases. Existing nuclear plants also create 100,000 jobs, grow local and state economies, and provide critical tax revenue for schools, roads, and other public priorities.

But many of America's valuable nuclear plants may be forced to shut down, due to flawed and outdated energy policies. Visit nuclearmatters.com to learn more.

NUCLEAR MATTERS

Taking Action – State Campaign



Media Relations

Paid Advertising

Coalition Building

Voter Identification & Mobilization

Event & Spokespeople Positioning

Localized Engagement

Digital Advocacy

Events

- **6/5: National Conference of State Legislators**
- **6/6: First Friday Caucus**
- **6/24: LaSalle County Generating Station**
- **6/25: Democratic Governors Association**
- **7/14: National Association of Regulatory Utility Commissioners**
- **7/18: Republican Legislative Campaign Committee National Conference**
- **7/28: U.S. Women in Nuclear National Conference**
- **7/31: American Legislative Exchange Council Annual Meeting**
- **7/31: Environmental Council of States STEP 2014 Conference**



In The News

THE  HILL

The New York Times

POLITICO

THE WALL STREET JOURNAL

FOX BUSINESS
THE POWER TO PROSPER™

Bloomberg

platts
ENERGY
WEEK 

Forbes

PHOENIX
Business Journal

The Philadelphia Inquirer

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Possible Solutions

Nuclear Matters doesn't prescribe any particular solution, but rather encourages policymakers and stakeholders to take steps that will enable the continued operation of U.S. nuclear energy plants.

Different solutions may be called for in different parts of the country, such as:

- New legislative, regulatory and/or competitive market policies that recognize the zero-carbon-emissions value of existing nuclear energy plants;
- New legislative, regulatory and/or competitive market policies that recognize the electric system reliability of existing nuclear energy plants;
- New efforts to enable rapid development of electric transmission capacity to better link existing nuclear energy plants to markets;
- Other, similar policy initiatives that help improve the economic viability of today's nuclear energy plants.

Thank You

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For more information, contact:

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