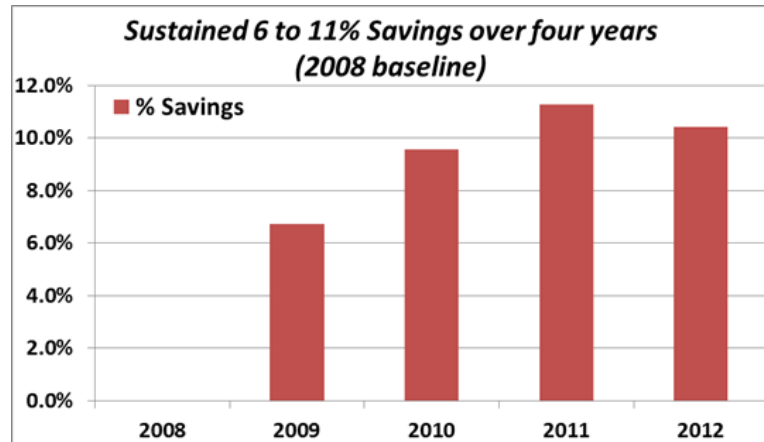


Simplot completes sixth year with SEG Continuous Energy Improvement program

SEG started with CEI implementation at several of J.R. Simplot's northwest plants under funding from the Northwest Energy Efficiency Alliance, and this grew to a corporate initiative funded by Simplot. Initially, SEG was hired for CEI implementation across the Food Products group. That was later expanded to the Agriculture Products group. As

Simplot achieved sustainable change within their company, SEG transitioned to a reduced role to maintain the process, and that has evolved to the current role in corporate strategic consulting. The results are shown in the graphic above, with an average of 6 to 10% savings across seven large food plants over the last four years.



"In the beginning we did not have the resources to dedicate to develop an energy management process. Strategic Energy Group showed us how to put the program in place. SEG helped us develop our Steering Committee and plant energy teams in each of our facilities. We now have an energy management system in place and a defined direction of where we are going. Basically we would not be where we are today without their assistance. We are now at the point where we can keep the program moving forward. A sustainable system is in place. SEG helped us realize the true benefits of the program and we were able to build a good case for allocating more capital to reduce our energy costs."

Kelly Sutton, Director of Manufacturing Services