

Status of Chubu Electric's Sales Activities

1. Overview of "All-Electric Home Campaign Autumn 2010"

(1) Event name and period

- Event name: "All-Electric Home Campaign Autumn 2010"
- Period: From October 1, 2010 to December 31, 2010

(2) Holding of "EcoCute Replacement Support Campaign"

- Chubu Electric is offering a subsidy of 30,000 yen to the first 10,000 customers who replace their existing water heater with an EcoCute unit.
- The application period is Friday, October 1 to Friday, December 31.
- See our All-Electric Home Campaign 2010 site (<http://www.chuden.co.jp/electrify/2010autumncamp/index.html>) for details of conditions for application.
- As of November 15, we have received approximately 7,200 applications

(3) Main all-electric events during the campaign period (from November 24)

Region	Date	Event details	Venue
Aichi	27 November - 28 November	All-Electric Fair	CBC Housing Center Nagakute Sumai Park
	28 November	All-Electric and Renovation Fair	Patio Chiryu
Shizuoka	4 December	New Eco-Lifestyle Fair	Hamamatsu City Synthesis and Industry Exhibition Pavillion
Mie	25 November- 27 November	Easy Introduction to IH Cooking Heaters	Ise Customer Service Office
Gifu	28 November	All-Electric fair in Hashima	Hashima Civic Center
Nagano	27 November- 28 November	All-Electric Fair	Suwa Customer Service Office

(4) Campaign promotion tools

[Poster]



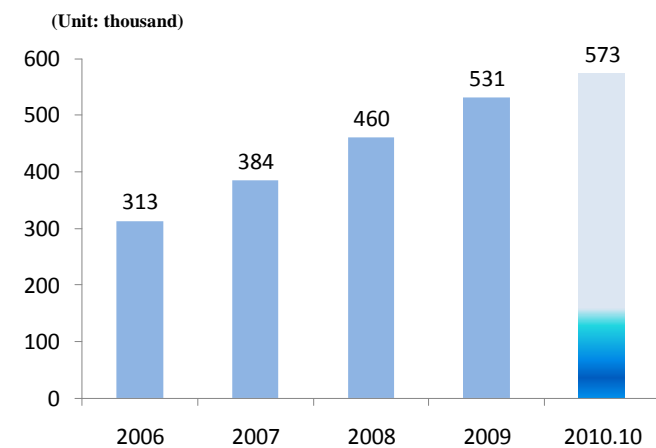
[Television commercial (EcoCute version)]



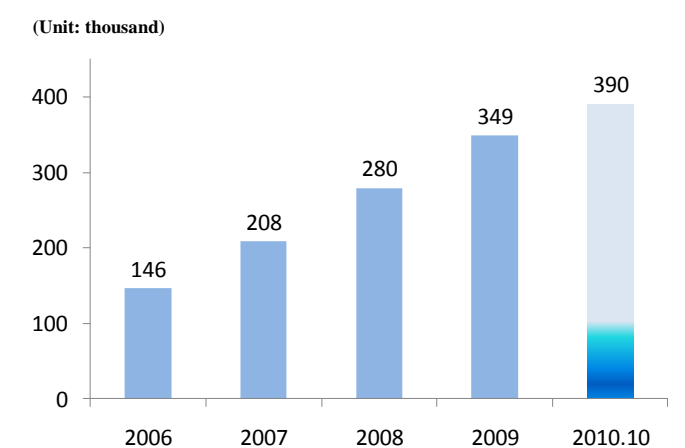
[Television commercial (IH version)]



(Reference 1) Cumulative total of all-electric homes



(Reference 2) Trend in number of EcoCute units sold



2. e-lifestyle information center "Design Room"

(1) Overview

- Location: Hoshigaoka, Meito-ku, Nagoya
- Date of opening: November 22, 2008
- Concept: Provision of information related to "food" and "home" in collaboration with successful regional companies working in areas including household equipment, furniture, home appliances and food. Introduction to advanced examples of the comfortable and environmentally friendly lifestyle only available with electricity.



(2) Main events held at Design Room

Date	Event details
Every month	In collaboration with Higashiyama Zoo and Botanical Gardens Special tour of Higashiyama Zoo and Botanical Gardens and meal at Design Room
Several times a year	Enjoying IH Cooking with Grandma and Grandpa! Fun cooking event for three generations
December 2009	In collaboration with Sugiyama Jogakuen University and kitchen-related companies Kitchen design talk session: "The Future Kitchen! The Dream Kitchen!"
November 2010	Showroom Design Symposium "Seeking the Home of the Future"