



## **Kids: Grab Your Mouse, Get The Power**

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Con Edison Launches Electrifying Web site [www.coned.com/kids](http://www.coned.com/kids)

NEW YORK, May 1 /PRNewswire-FirstCall/ -- Consolidated Edison Company of New York, Inc. (Con Edison) has launched "Con Edison Kids," a creative and entertaining Web site that introduces a number of energy-related concepts to children of all ages. The Web site is part of an extensive effort to make schoolchildren in Con Edison's service area more aware of energy efficiency.

Images filled with movement, colors, and sounds will take children on an unforgettable trip through Con Edison's underground electric, gas, and steam systems.

Here's a brief tour: Users enter the animated site on a typical city street lined with skyscrapers that suggest familiar New York landmarks. Vehicles whiz by until a Con Edison utility van arrives, backs up, and stops. The truck's back doors swing open to reveal an array of tools and equipment, as well as a piggy bank and a goldfish in a bowl. At the same time, from a nearby manhole, Eddie, the site's official guide, pops into view, ready to greet visitors and help them navigate a fun-filled, educational trip through the underground maze of wires, pipes, gauges, and meters.

Visitors will also meet the site's intriguing characters, including gear guru Curtis E. Candoo, safety spokes-primate Shock the Monkey, and the environmentally savvy Splice Girls.

"We hope this Web site will encourage schoolchildren to become energy aware and to have fun at the same time," said Marilyn Caselli, vice president of customer operations for Con Edison.

In partnership with the New York City Department of Education, Con Edison Customer Outreach representatives demonstrated "Con Edison Kids" to more than 100 curriculum specialists who recognized the site as a potential learning tool for disciplines such as science, math, history, and language skills. You can visit the site at [www.coned.com/kids](http://www.coned.com/kids).

Con Edison is a subsidiary of Consolidated Edison, Inc. (NYSE: ED), one of the nation's largest investor-owned energy companies, with \$9 billion in annual revenues and approximately \$19 billion in assets. The utility provides electric, gas and steam service to more than 3 million customers in New York City and Westchester County, New York. For additional financial, operations and customer service information, visit Con Edison's Web site at [www.coned.com](http://www.coned.com).

SOURCE Consolidated Edison Company of New York, Inc. -0- 05/01/2003 /CONTACT: Chris Olert, +1-212-460-4111, for Con Edison/ /Web site: <http://www.coned.com> <http://www.coned.com/kids> / (ED) CO: Consolidated Edison Company of New York, Inc.; Con Edison ST: New York