



Kids Can Enter Video Contest Until August 17; Con Edison Will Award a New MacBook Pro

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Utility Commemorating 125th Anniversary of Pearl St. Generating Station -- New York's First

NEW YORK, NY, Jul 12, 2007 (MARKET WIRE via COMTEX News Network) -- Con Edison is extending the deadline through August 17 for submissions to its "Power of Power" video contest for 13 to 17 year olds. The utility serving New York City and parts of Westchester County is asking budding filmmakers and videographers to create an original, one- to two-minute video on how electricity affects their daily lives.

The contest commemorates the 125th anniversary of initial operations at the Pearl Street generating station -- New York's first bringing electricity to the growing city. The top winner will receive a brand-new Apple MacBook Pro, Apple's high-end laptop.

Contestants can learn more about contest rules, guidelines, and how to upload their videos by visiting www.conEd.com/pearlstreet125. Information about this "electrifying" contest also is available at www.YouTube.com (<http://www.youtube.com/watch?v=1SS1brZ27Hk>).

The video contest serves as a reminder that it was only 125 years ago when the Pearl Street generating station in Lower Manhattan first began distributing electricity to homes and businesses in the Wall Street area. Designed and built by Thomas Alva Edison, the station started generating electricity at 3 p.m. on September 4, 1882 and became the prototype for every central electrical generating station in the world today.

In the inventive spirit of Thomas Edison, creativity and entertainment are the keys to winning. Kids are urged to use imagination to show what turns on New York -- electricity -- and how it impacts their lives. Any creative format for your video is welcome. Create a commercial, a music video, or even a talk show.

Con Edison is partnering with the Lower Manhattan Cultural Council on the contest, and the three winners and other top finalists will have their videos displayed in a lower Manhattan storefront exhibit as part of the Pearl Street celebration. The first prize winner will receive a MacBook Pro, the second prize winner will receive a MacBook and the third prize winner will receive an iPod.

The Pearl Street storefront exhibit will be featured within the original square mile that was first illuminated by the Pearl Street Station in 1882. Pedestrians will be able to view footage from archived Con Edison films and clips as well as many of the kids' videos from "The Power of Power" contest.

Con Edison is a subsidiary of Consolidated Edison, Inc. (NYSE: ED), one of the nation's largest investor-owned energy companies, with approximately \$12 billion in annual revenues and \$27 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.

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