

<I. Achievement and further enhancement of customer satisfaction>

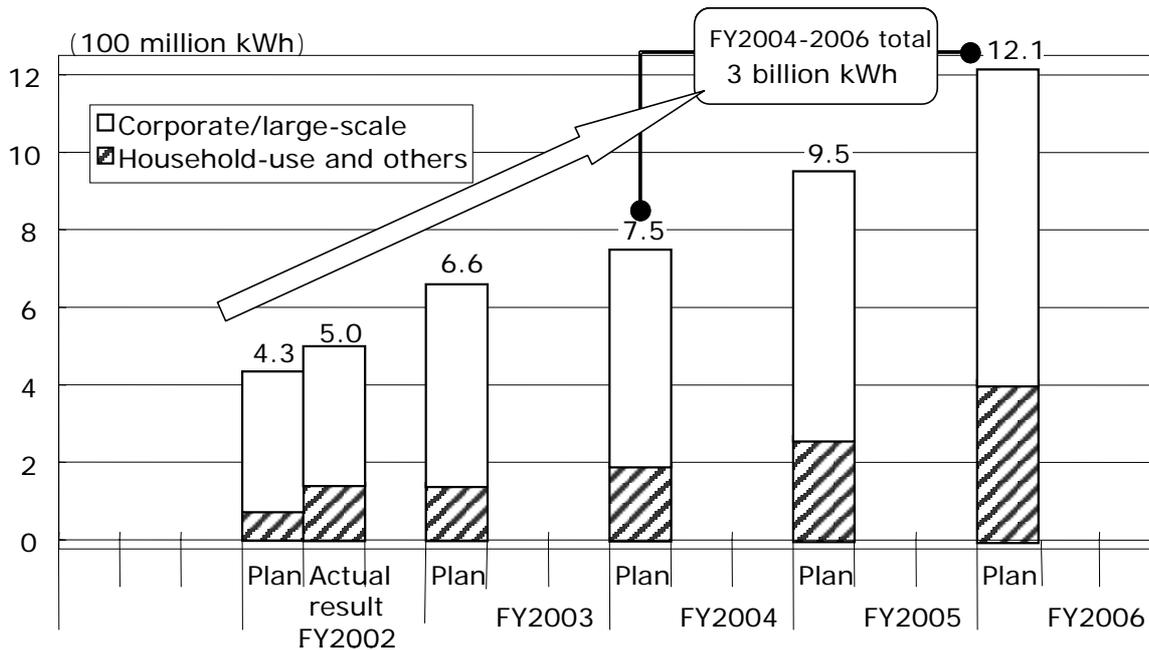
1. Promotion of competitive sales activities and setting targets for electricity sales development

Under market conditions that are being made increasingly harsher by the expansion in the scope of deregulation in retail sales of electricity and other reasons, TEPCO will promote competitive sales activities aimed at achieving its target of developing combined electricity sales of approximately 3 billion kilowatt hours over the three years from FY2004-2006.

In an effort to attain this target, TEPCO will serve its corporate and large-scale customers by making further improvements in thoughtful proposal-based sales undertaken by specialized sales staff, to present an optimal price menu and to propose convenient, economic and environment-friendly use of energy through a combination of heat storage-based air-conditioning systems such as "Eco Ice" and high-efficiency electric systems such as electric kitchens.

For customers for household-use, TEPCO will recommend "Electric Housing" that makes maximum use of electric equipment and systems that are highly efficient, environment-friendly, safe and convenient, such as IH Cooking-Heaters and "Eco Cute."

Additionally, TEPCO will improve its various services designed to respond to customer needs such as speedy and accurate response to customer requests, to realize customer satisfaction and ensure that customers will continue to choose TEPCO.



*Figures for annual planned values and actual results signify new electricity sales developed during each fiscal year

[FY2006 targets for electricity sales development]

(Corporate and large-scale customers)

TEPCO will aim to develop electricity sales equivalent to 15,000 "Eco Ice" * for air-conditioning purposes in customers' office buildings and factories.

*Conversion based on 16 horse-power model most widely in use

(Customers for household-use and others)

TEPCO will aim to expand the share of Electricity Housing to 15% (71,000 homes) of all new housing starts (470,000 homes). (Aimed at making one or more out of Seven homes adopt Electric Housing)