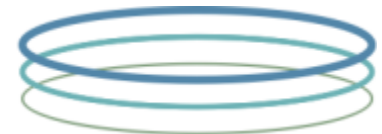


NUCLEAR MATTERS CAMPAIGN OVERVIEW

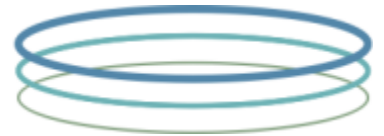
November 2014

NUCLEAR MATTERS



What is Nuclear Matters?

NUCLEAR MATTERS



Nuclear Matters is a bipartisan campaign to engage and inform policymakers and the public about the need to preserve existing nuclear energy plants due to their critical role in America's energy mix.

Our Co-Chairs



Sen. Judd Gregg (R-NH)

- U.S. Senator (NH) from 1993 – 2011
- Chairman of Sen. Budget Committee
- Governor of New Hampshire from 1989 – 1993
- U.S. Representative from 1981 – 1983



Sen. Evan Bayh (D-IN)

- U.S. Senator (IN) from 1999 – 2011
- Governor of Indiana from 1989 – 1997
- Secretary of State in Indiana from 1986 – 1989

Our Leadership Council



Spencer Abraham

- Secretary of Energy 2001 – 2005
- U.S. Senator (MI) from 1995 – 2001
- NRC Co-Chairman 1991 – 1993



Vicky Bailey

- Assistant Secretary of Policy and International Affairs, Department of Energy 2001 – 2004
- FERC Commissioner 1993 – 2000



Carol Browner

- Director of White House Office of Energy and Climate Change Policy 2009 - 2011
- EPA Administrator 1993 – 2001



Sean McGarvey

- President of North America's Building Trades Unions (NABTU) 2012 – Present
- Secretary-Treasurer of NABTU 2005 – 2012



Bill Daley

- White House Chief of Staff 2011 – 2012
- Secretary of Commerce 1997 – 2000



Blanche Lincoln

- U.S. Senator (AR) from 1999 – 2011
- U.S. Representative (AR-1) from 1993 – 1997



David Wright

- President of NARUC 2011 – 2012
- Chairman of the South Carolina Public Service Commission 2004 – 2011



Ed Hill

- President of International Brotherhood of Electrical Workers (IBEW) 2001 – Present
- Executive Council of AFL-CIO

Why Nuclear Matters

- America's existing nuclear energy plants are the backbone of our nation's energy portfolio and provide tremendous benefits.
 - Reliable
 - Carbon Free
 - Economic Engines
- Despite these significant benefits, existing merchant nuclear plants face a “perfect storm” of economic challenges that threaten their continued operation.
- Our energy policies must ensure that existing nuclear energy plants are preserved though different solutions may be appropriate for different parts of the country.

Economic Challenges to Nuclear Energy



Taking Action – National Campaign

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National Advertising

NUCLEAR MATTERS

America's state-of-the-art nuclear energy plants are the backbone of our nation's electricity system. We depend on these plants to maintain a diverse energy supply and to provide reliable, carbon-free and affordable energy now and in the future.

PROVIDE 20% OF AMERICA'S OVERALL ELECTRICITY
"ALWAYS ON" ENERGY GENERATION CAPABILITY

EMIT ZERO AIR POLLUTION
MAJOR SOURCE OF CARBON-FREE ENERGY

Reliable
Carbon-Free
Economic Engines

CREATE 100,000 JOBS THAT GROW LOCAL AND STATE ECONOMIES
TAX REVENUE FOR SCHOOLS, ROADS AND EMERGENCY SERVICES

YET, THE RELIABILITY OF AMERICA'S ELECTRICITY SYSTEM IS IN JEOPARDY DUE TO FLAWED ENERGY POLICIES THAT MAY FORCE NUCLEAR POWER PLANTS TO SHUT DOWN.


To learn more: www.nuclearmatters.com @nuclear_matters



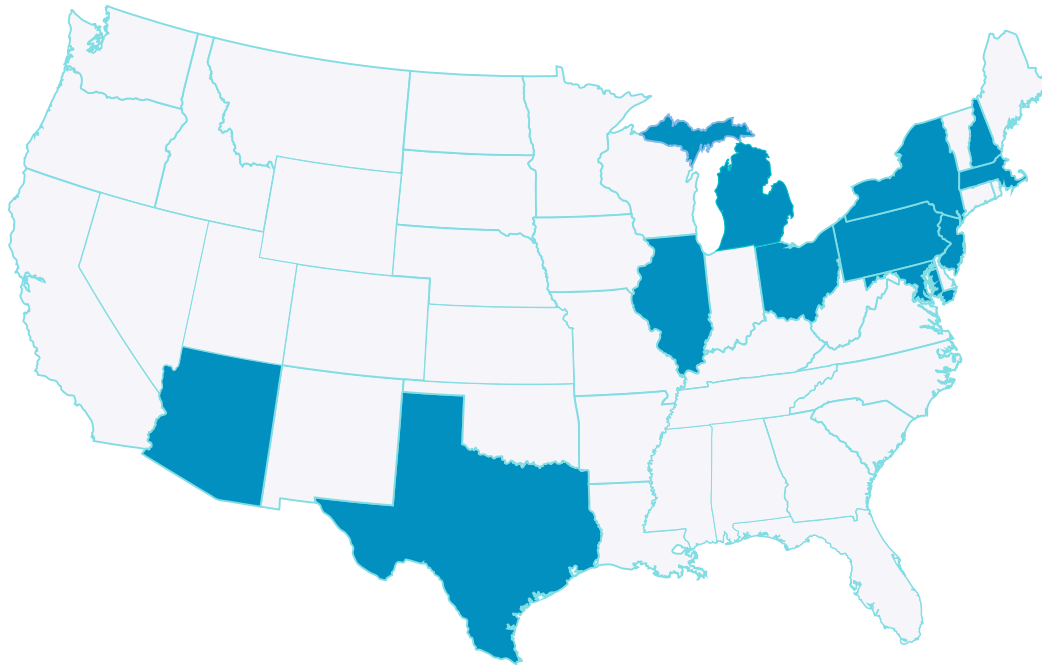
America's nuclear energy plants empower us.

Clean, sustainable nuclear electricity energizes all of America. In fact, existing nuclear plants provide 20 percent of our nation's energy, day and night — without emitting harmful greenhouse gases. Existing nuclear plants also create 100,000 jobs, grow local and state economies, and provide critical tax revenue for schools, roads, and other public priorities.

But many of America's valuable nuclear plants may be forced to shut down, due to flawed and outdated energy policies. Visit nuclearmatters.com to learn more.

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Taking Action – State Campaign



Media Relations

Paid Advertising

Coalition Building

Voter Identification & Mobilization

Event & Spokespeople Positioning

Localized Engagement

Digital Advocacy

High Profile Events

- 8/20: National Conference of State Legislatures 2014 Legislative Summit
- 9/9: Power Producers of New York (IPPNY) Fall Conference
- 9/9: Michigan Energy Futures Conference
- 9/18: New York Roundtable Discussion
- 9/22: Republican Governors Association Corporate Policy Summit
- 10/7: SXSW Eco Conference
- 10/21: Nuclear Construction Summit
- 10/24: America's Energy Landscape: A Policy Discussion on Nuclear Energy
- 11/4: Greater Phoenix Chamber of Commerce



In The News

THE HILL



The New York Times

POLITICO

THE WALL STREET JOURNAL



Bloomberg



Forbes

PHOENIX Business Journal

The Philadelphia Inquirer

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Possible Solutions

Nuclear Matters doesn't prescribe any particular solution, but rather encourages policymakers and stakeholders to take steps that will enable the continued operation of U.S. nuclear energy plants.

Different solutions may be called for in different parts of the country, such as:

- New legislative, regulatory and/or competitive market policies that recognize the zero-carbon-emissions value of existing nuclear energy plants;
- New legislative, regulatory and/or competitive market policies that recognize the electric system reliability of existing nuclear energy plants;
- New efforts to enable rapid development of electric transmission capacity to better link existing nuclear energy plants to markets;
- Other, similar policy initiatives that help improve the economic viability of today's nuclear energy plants.

Get Involved – Simple Messages

- America's existing nuclear energy plants are the backbone of our nation's energy portfolio and provide tremendous benefits in the following areas:
 - Reliable
 - Carbon Free
 - Economic Engines
- Despite these significant benefits, existing merchant nuclear plants face a “perfect storm” of economic challenges.
- Our energy policies must ensure that existing nuclear energy plants are preserved, though different solutions may be called for in different parts of the country.
- Nuclear Matters is a bipartisan campaign to engage and inform policymakers and the public about the need to preserve existing nuclear energy plants due to their critical role in America's energy mix.

Thank You

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