

Information disclosure and communication activities

In order to secure the transparency of management and to further raise the trust of society, we will truthfully release easy-to-understand information. Moreover, we would like to further enrich our communications with the stakeholders and reflect their opinions and requests timely and appropriately in our business activities.

Promotion of information disclosure

In order to carry out our business activities steadily going society's trust and understanding, we are taking measures to actively disclose information.

Specifically, along with the establishment of "Kyushu Electric Power's Mental Attitude towards Information disclosure" enacted in April 1999, information is communicated through a monthly press conference by the president, occasional press announcements, IR meetings and our website.

We will further pursue securing transparency in our management by prompt and accurate dispatch of information including negative information regarding technical problems of nuclear or thermal power stations.



President's regular press conference

Internal organization

Other than establishing a liaison conference of persons in charge of an information disclosure, which is constituted by the person in charge of information disclosure from each department, the reorganization of various company regulations and manuals, the implementation of training, lectures on information disclosure and other promotional activities within the company are carried out.

Moreover, regarding the measure we have taken for promotion of information disclosure, we periodically report to the Compliance Committee, which includes outside professionals.

Information disclosure during major disasters

At the time of emergency disaster such as typhoons and earthquakes and the occurrence of an unexpected accident, we will quickly and accurately grasp the situation of power outage using our "Emergency Disaster Information System" and "Customer Power Outage Information System". We will respond to customer's inquiries as well as provide a wide range of information through the massmedia and our website.

Information service during major disaster tailored to mobile terminals, that was introduced in the Kumamoto and Kagoshima branch offices in FY2005 has been expanded to all branch offices in FY2006 to improve customer service.

Kyushu Electric Power Mental Attitude towards Information Disclosure

We deeply realize our corporate responsibility to society and will pursue fair and impartial business activities based on our Charter of Corporate Conduct, and will try to obtain the understanding and trust of our customers by securing transparency in our business activities and abiding by our basic philosophy of the harmony with local community.

To this end, every employee needs to promote information disclosure with the following mental attitude.

- 1 I will release information positively to the customers.
- 2 I will put myself in the customers' shoes and disclose information quickly, accurately and intelligibly.
- 3 I will grasp the informational needs of the customer utilizing every opportunity.
- 4 I will perform a self check at all times to make sure there is no gap in consciousness and understanding between myself and customers.

April 1, 1999

President



<Our company's website in Japanese> <http://www.kyuden.co.jp>

Activity items for FY2006	Main action plans for FY2006
Promotion of IR activity based on the needs of the stockholders and investors	<input type="radio"/> Continuous implementation of IR meetings and investors visits by the management <input type="radio"/> Analysis and implementation of communication activities with individual stockholders
Proper and suitable dispatch of nuclear power-related information	<input type="radio"/> Continuous implementation of suitable and timely press announcements <input type="radio"/> Continuous implementation of communication activities involving nuclear power-related information
Reinforcement of information disclosure promotion organization and the establishing of a system for collecting comments and opinions of the stakeholders	<input type="radio"/> The company-wide expansion of disaster information dispatch to mobile terminals <input type="radio"/> Continuous implementation of communication activities with the stakeholders <input type="radio"/> After collecting the voices of the stakeholders, analyzation and reflection towards management of the company

Proper and suitable dispatch of nuclear power-related information

Our company is promoting development of well-balanced electric power sources with nuclear power at its core in consideration of energy security, economical efficiency, and conformance to environment.

We will strive to dispatch information accurately and properly so that our customers can feel safe and trust our nuclear power-related activities, as well as take an active part in our PR activities in hopes that our customers will better understand our pluthermal project (refer to page 61) and the next nuclear power station development.

[Website about Nuclear power-related information in Japanese](http://www.kyuden.co.jp/nuclear_index)
http://www.kyuden.co.jp/nuclear_index

Tours of our nuclear power stations

To gain our customers' better understanding of nuclear power, we are actively offering tours of our nuclear facilities.

At the exhibition facilities located next to our nuclear power stations, visitors can see how a nuclear reactor works through videos and observe the structure of nuclear power generation to promote the visitors' better understanding.

Seminars and Events

To enhance public understanding of the energy issues including nuclear power, various activities such as visiting lectures at schools and science experiment seminars are held.



Science experiment in the classroom for elementary school children

Nuclear Power Discussion Visit Activities

Aiming at plan interactive communication with opinion leader of the local area, various opportunities are created and discussion activities for understanding of nuclear power are carried out.

Activity using various media

To gain public understanding of nuclear power generation or pluthermal use, we are deploying our PR activities using various media including mass media.

We have done commercial broadcasts for programs that we have sponsored, newspaper ads linked to our TV commercials, and even Internet-based PR.

Moreover, we have prepared a pamphlet explaining nuclear power and energy issues in simple, easy-to-understand language using illustrations, that is handed out at the tours or seminars.

For your better understanding of our Pluthermal project

In April 2004, Kyushu Electric Power established a policy for the Pluthermal project at the Genkai Nuclear Power Station Unit 3 to be in operation by FY 2010. On May 28, 2004, we issued a request for a preliminary agreement from Saga Prefecture and the Genkai-town municipality and at the same time applied to the national government to the change in the nuclear reactor facilities. Following this, a safety survey was conducted, and on September 7, 2005, we received permission from the Ministry of Economy Trade and Industry. On March 26, 2006, we received advance permission from Saga Prefecture as well as from the Genkai-town.

In order to proceed with the Pluthermal project, we think it is important that everyone understand its necessity and safety so everyone can feel safe and secure about this project.

Since requesting advance permission for this project, we have been conducting information seminars and lectures, as well as providing information in newspapers and TV and on our website.

Also in February 2005 at Genkai-town, we hosted a Pluthermal open symposium for those who had various opinions, comments and questions regarding our Pluthermal project.

To further deepen everyone's understanding, we will continue our vigorous PR activities including information disclosure and easy-to-understand explanations.



Kyokan Talk & Concert

Communication with the stakeholders

Through various opportunities, we are attempting communication with our stakeholders to quickly and truthfully respond to the opinions and requests of society and to gain understanding of our company's business activities.

Letter BOX

To collect a wide range of opinions from society, we have set up a "Letter BOX" on our website (except telephone/contribution). Also, we have established a system where we can quickly answer all the opinions and requests we receive through this letter box.

Kyuden Advisory System

External professionals are appointed as Kyuden's Advisors (presently 12 persons), where they convey their com-

ments, requests, and opinions about our entire business activities directly to the President, Executive Vice Presidents and other directors to reflect them back into our activities. A round table conference with the branch office General Managers is held periodically as well.

Round-table talks with customers

As a place to connect the comments and requests from our local customers to our activities, we are holding roundtable meetings with municipalities, neighborhood associations, representatives from women's groups, large purchase customers and local opinion leaders.

These roundtable meetings are attended by each General Manager of Customer service Office, General Manager of Branch Office, and the President (two locations) and

are held through the Kyushu area.

Discussion visit activities

In order to promote trust with our customers and society, we hold a "Thank you Campaign for customers of Kyuden" every October.

The survey on stakeholder's satisfaction.

In order to grasp and analyze opinions and requests of our stakeholders and to make good use of them to improve our business activities, we have implemented a periodical survey on satisfaction of customers, stockholders, investors and employees since 2001.

The problems extracted from the results of the survey are incorporated into our midterm management plan to improve our management quality.



<Our company's website [Letter BOX] in Japanese>
<http://www.kyuden.co.jp/cgi-bin/inquire/menu.cgi>

"Science and Technology Ultra Fair"

At our Research Laboratory, by introducing our research activities electric handcraft class and fun experiences, we are hoping to deepen community's understanding and interest in technology by offering these events at the "17th Science and Technology Ultra Fair" held on Sunday April 16, 2006. We also hope for the community's understanding in our business activities. This fair is held every year as part of the "Technology Week" event of the Ministry of Education, Culture, Sports, Science and Technology.

Approximately 1,150 people visited this year's fair. The interactive corner where one can actually experience various scientific phenomena was very popular. Furthermore, we held an electric handcraft class where the children who participated tried to create their own motors with the help of our engineers.



"Let's see how a motor works!" Electric handcraft class

Promoting IR Activities

In order to secure transparency and reliability in the active conduct of our business for institutional investors, individual investors, and analysts from home and abroad, our management holds IR briefing sessions and visits offices of domestic and foreign investors and offers facility tours periodically.

In addition, various data from our briefings and IR tools, financial information, and stock information are published on our website for the purpose of fair and honest disclosure of information.

http://www.kyuden.co.jp/ir_index

For the general meeting of our shareholders, we have implemented voting procedures through the Internet as well as visualization of our business activities. We will continue to promote and operate a general meeting that is intelligible and welcoming for our shareholders.

In addition, while the number of individual

stockholders increased in recent years, communication with individual stockholders is performed more actively and measures for collecting opinions and requests are also being implemented.

Through these IR activities, we strive to enhance our two-way communication with our stockholders and investors and use their opinions and comments to reflect back on our business operations to deepen trust, raise management quality, and receive a proper evaluation from the capital markets.

Internal Communication

To activate internal communications within our company, we have been deploying a "Conversation between Employees and Senior Management" wherein senior management visit each office to talk directly with employees.

Also, to raise employee motivation and to

share internal information within the company, we have set up an internal newsletter (Kyuden Newspaper and Internal TV programs).

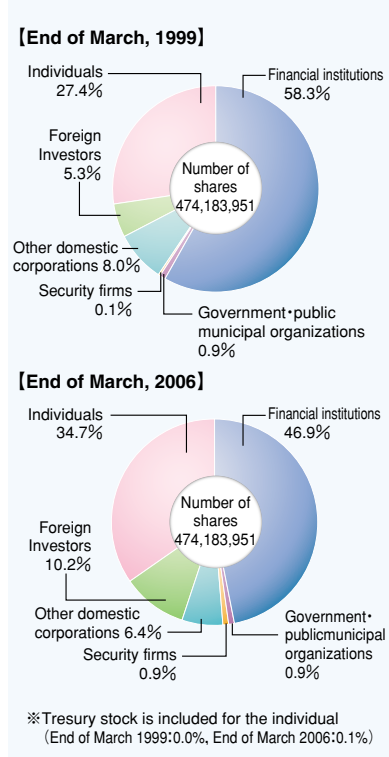


Internal company television recording scene

Establishing the structure for collecting the voices of our stakeholders

As you can see, our company has taken various measures to enhance communication with our stakeholders and improve operations in each department. We will also proceed with the organizational reinforcement to incorporate the voices of our stakeholders into our business operations.

▼Transition of Shareholders composition



▼IR Tools



※ Glossary * SRI: (Socially Responsible Investment)

When making an investment in a company, in addition to the conventional investment standards, investors seriously consider the company's social responsibility and contributions to society.

Investing in the SRI* Fund

In recent years, when an investment for a company is made by both domestic and foreign investors, the company's consideration for CSR is part of their decision, along with financial aspects.

In our company, we have taken positive actions for CSR through various business activities, such as consideration for the environment, compliance and contributions to community and society, and as a result, we have received high appraisals from inspection agencies.

In addition, regarding our corporate pensions, we are investing in the SRI funds to actively assist companies promoting CSR from the standpoint of an investor.