

Improving Disclosure

We properly and swiftly disclose information to keep our operations transparent and to secure the understanding and trust of our customers.

Boosting Public Relations Responsiveness to Ensure Swift and Proper Disclosure

Disclosure Approach

We formulated the Kyushu Electric Power Disclosure Commitment in April 1999 to demonstrate our basic stance on disclosure and maintain transparency and increase public confidence in our business. We accordingly disclose simple, timely, and accurate information at press conferences and on our website, informing about operations or about problems with nuclear or thermal power stations or outages attributable to human error.

Proactively Disclosing Information

We produce an annual plan for proactive communications through press conferences, our website, and brochures. We updated our disclosure rules in February 2009 to ensure speedy and accurate disclosure, especially for accidents, violations of corporate ethics, and other disadvantage information to customers and society if not disclosed.

Holding Regular Presidential and Other Press Conferences

Mass media significantly influences customer views of the Company. We cultivate understanding of our operations, nuclear power, and other areas by holding regular presidential and other press conferences. We disclose site information and hold tours and press briefings to ensure accurate news coverage.



Regular press conferences with president

Actual transmission based on disadvantage information to customers and society if not disclosed.

We held the following press conferences in FY2009.

Main subjects

- Outage attributable to human error
- Breakage of 220 kV underground cable
- Employee fatality and injuries during regular inspection of No. 1 unit of Sendai Nuclear Power Station

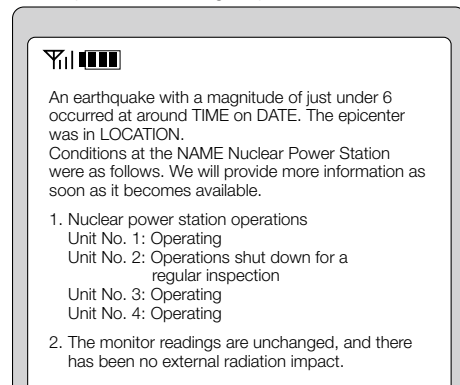
	FY2008	FY2009
Outage	5	17
Nuclear power	7	3
Facility problem	1	7
Others	5	5
Total	18	32

Better Communicating Disaster and Emergency Information

We quickly identify and assess the information of blackout and emergencies, such as typhoons and earthquakes. We use this data to handle customer inquiries and disseminate an array of information through the media and our website.

We started a service in 2008 to email information on outages stemming from disasters to customers' preregistered cell phone addresses. In June 2009, we enhanced the service by additionally reporting on the operational conditions of nuclear power stations following large earthquakes.

▼ Sample text of emergency information sent to cell phones



■ Cell phone website: <http://kyuden.jp/>



Tell us about your nuclear power information disclosure.

Our nuclear power stations speedily and accurately disclose information through press conferences and our website, including about minor equipment malfunctions that do not affect safety.



Disseminating Nuclear Power Information

We aim to maintain customer trust and peace of mind by keeping people fully informed about our nuclear power operations speedily and accurately. We appropriately disseminate information to build customer support for our pluthermal project and construction of the No. 3 unit of the Sendai Nuclear Power Station.

Disseminating Nuclear Power Information

We swiftly and accurately disseminate information about nuclear power station operations and problems through press announcements and our website.

Activities to Deepen Understanding of Nuclear Power

We build understanding about nuclear power, and environmental and energy issues by distributing pamphlets, holding energy lectures, providing scientific experiments and guest-run classes for children and organizing nuclear power station tours.

At the same time, we interact with the community in numerous ways, including by talking with local opinion leaders.

We maintain an extensive publicity program which encompasses running commercials in television shows that we sponsor, advertising on newspapers and communicating through the Internet.

Nuclear Power Information Disclosure in FY2009

1 Number of press conferences on nuclear power issues in FY2009: 55

Subjects	Number of conferences
Issues relating to regular inspections of nuclear power stations (notably, the start of regular inspections, reactivation, and returns to normal operations)	11
Pluthermal issues at No. 3 Unit of Genkai Nuclear Power Station	11
Construction plan issues relating to No. 3 Unit of Sendai Nuclear Power Station	6
Earthquake-proof safety of nuclear power stations	2
Issues relating to transporting new and spent fuel to and from nuclear power stations	13
Accidents and other problems	3
Others	9

2 Website information

- Overviews of nuclear power stations
- Operational and regular inspections at nuclear power stations
- Problems at nuclear power stations
- Real time data (on output and radiation)
- Pluthermal information (such as iodine concentration measurements to demonstrate fuel soundness)

3 Disclosure facilities

- Established nuclear information booths at Kyushu Energy Science Center, Genkai Energy Park, and Sendai Nuclear Power Station Exhibition Hall

Investor Relations Program

We formulated our Investor Relations Basic Policy to build trust with and enhance the satisfaction of shareholders and other investors. This policy underpins our investor relations program.

We keep institutional and individual investors and analysts in Japan and abroad well informed about our business activities. Executives speak at investor relations briefings and accompany our investor relations officers on visits to domestic and overseas investors. We also hold regular facilities tours for these stakeholders.

Our website presents materials such as investor briefings and financial and stock information in line with our commitment to proactively disclose the corporate information in an easy-to-understand manner.

We set up a website that allows shareholders to vote on resolutions and provides visual presentations of business reports at general meetings of shareholders. These and other initiatives make it easier for shareholders to participate in such gatherings.

