

## Actual Electricity Sales Volume in January 2011

### 1. Overview

Total electricity sales volume by Kyushu Electric Power Co., Inc., for the month of January 2011 came to about 8,288 million kWh, up about 4.5% from January 2010. The sales volume exceeded the previous year's level for 6 months in a row, recorded the highest-ever level in winter season.

#### I. General Demand (Customers Other Than Large-scale Customers)

Sales volume in January 2011 increased by 4.3% from January 2010 due to an increase in the air-conditioning demand as the temperature in late December through January was lower than the previous year's level. The sales volume exceeded the previous year for 2 months in a row, recorded the highest-ever level in winter season.

#### II. Large-scale Customers

The increased sales in main industries including Steel and Iron and Non-ferrous Metals brought sales volume up by 5.3% from the previous year. The sales volume exceeded the previous year for 14 months in a row.

### 2. Sales Volume by Sector/Use

(million kWh, %)

		Actual Sales	Changes from the previous year	Cumulative changes from FY2009	
Demand other than those under Liberalization	Lighting	3,610	6.8	6.0	
	Power	Low Voltage	460	3.7	3.6
		Others	87	-3.4	-2.7
	Total	4,157	6.2	5.5	
Demand under Liberalization	Business	1,658	1.4	1.1	
	Industrial	2,473	4.0	5.6	
	Total	4,131	2.9	3.7	
Electricity Sales Total		8,288	4.5	4.5	
(Figures are included above)	General Demand	6,318	4.3	3.7	
	Large-scale Demand	1,970	5.3	6.4	

### 3. Breakdown of Large-scale Sales

(million kWh, %)

		Actual Sales	Changes from the Previous year	Cumulative changes from FY2009
Machinery		545	1.4	4.4
	Electric	376	0.3	2.5
	Transportation	128	4.0	8.8
Steel and Iron		223	22.1	11.0
Chemicals		213	2.6	8.7
Clay and Stone		91	9.6	9.0
Foodstuffs		162	2.7	3.3
Pulps and Papers		35	-9.4	1.6
Non-ferrous Metals		153	8.2	15.9
Others		548	4.8	4.9
Total		1,970	5.3	6.4

#### [Reference]

*Average temperature (in Kyushu 7 prefectures)*

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	December				January			
	Early	Mid	Late	Ave.	Early	Mid	Late	Ave.
Actual	10.5	9.3	7.1	8.9	4.6	3.5	3.6	3.9
Compare to the previous year	-0.5	0.8	-0.3	0.0	-1.1	-2.7	-4.6	-2.8
Compare to average	0.7	0.7	-0.6	0.2	-2.6	-3.0	-2.5	-2.6