

Media Relations: (626) 302-2255**FOR IMMEDIATE RELEASE****New App from Southern California Edison Makes Outage Reporting Quick and Easy**

ROSEMEAD, Calif., September 10, 2012 — A new smartphone app from Southern California Edison (SCE) now makes reporting or checking on the status of an outage quick and simple.

The “SCE Outages” application includes an interactive map that allows customers to quickly find outage information — including the location and size of outages and estimated power restoration times — all in a mobile-friendly and easy-to-use interface.

“We heard our customers’ concerns loud and clear – reporting an outage via a mobile phone was extremely difficult and time-consuming,” said Erwin Furukawa, SCE senior vice president of customer services. “We need to be able to communicate quickly with our customers, not only to get their power restored as quickly as possible, but to make sure their safety is a priority at all times.”

The new SCE outages app was developed in response to customers’ requests for improved communication regarding service outages during past storms. This free mobile application for iPhone and Android devices now enables users to conveniently report power outages, street light outages, or check on the status of a planned or unplanned outage. As an important safety reminder, if you see a downed power line do not approach or touch it and call 911.

Customers can download the app from the Apple App Store or the Google Play Store. For more information, visit sce.com/mobileoutage. Like us on Facebook (facebook.com/sce) and follow us on Twitter at twitter.com/sce.

About Southern California Edison

An Edison International (NYSE:EIX) company, Southern California Edison is one of the nation’s largest electric utilities, serving a population of nearly 14 million via 4.9 million customer accounts in a 50,000-square-mile service area within Central, Coastal and Southern California

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