

UNDERTAKING J4.2

Undertaking

To determine whether or not there are documents available that explain the purpose of the nuclear advertising reflected in the filing.

Response

The following documents explain the purpose of the nuclear advertising initiatives outlined in Ex. JT1.2:

- Excerpt from the 2008 - 2010 Business Plan presentation by OPG's Senior Vice President, Corporate Affairs to the Chief Executive Officer and the Chief Financial Officer on October 17, 2007 (Attachment 1)
- Excerpt from the Program and Business Plan Overview presentation by OPG's Director of Nuclear Public Affairs to the Nuclear Executive Committee in January 2008 (Attachment 2)
- Excerpt from presentation on the Canadian Nuclear Association's communications strategy dated February 27, 2006 (Attachment 3)
- Examples of OPG's communications about its nuclear operations as well as nuclear advertising material (Attachments 4 - 8)

Attachment 1 discusses OPG's enhanced communications initiative related to new generation development, which includes nuclear generation development. Attachment 2 specifically discusses OPG's nuclear advertising initiatives. Attachment 3 discusses Canadian Nuclear Association's ("CNA") communication and advertising initiatives to which OPG contributes. Attachments 4 – 8 are provided as illustrative examples of the communication and advertising initiatives which OPG undertakes.

OPG is different than other regulated utilities in Ontario with respect to the issue of advertising. Operating a nuclear plant in a community or planning to construct a nuclear plant in a community requires OPG to maintain the long-term support of the community.

In effect, OPG would not be able to operate its plants, or construct a new plant, without a supportive local community. In the case of nuclear power, it is also important to be open and transparent in communications across the province since nuclear power is responsible for close to half of Ontario's power supply now and will continue to supply more than any other form of generation into the future. Because of these business imperatives, OPG invests considerable effort in reaching out to its site communities and provincial residents to keep them informed about its operations and plans for the future.

Without strong local and provincial support OPG would have more difficulty in securing licenses with acceptable conditions from the CNSC and the Canadian Environment Assessment Agency. OPG also relies on the local communities for back up fire, police and health services. Without a supportive community, OPG would not be able to count on the level of support for these services that it presently enjoys.

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2 In addition, OPG is required under its Mandate from the Province to "...operate in
3 Ontario in accordance with the highest corporate standards, including but not limited to
4 the areas of corporate governance, social responsibility and corporate citizenship" and to
5 maintain "...a high level of accountability and transparency". OPG's advertising
6 expenditures are consistent with these requirements.

7

8 Finally, OPG is currently conducting environmental assessments and public
9 consultations for new nuclear development at the Darlington nuclear site and the
10 potential refurbishment of the Pickering B nuclear station. This work is being undertaken
11 in response to a June 2006 directive from the Province. Responding to these directives
12 requires OPG to reach out to the local and broader community to inform them of its
13 plans and proposals and endeavour to obtain their input.



Corporate Affairs (excluding CIO)

2008-2012 Business Plan (BP 2008)

**Review Meeting with CEO/CFO
October 17, 2007**

Ontario Power Generation

CORPORATE AFFAIRS (Excluding CIO)

Key Takeaways

- The submitted plan meets the guideline of maintaining costs at 2007 levels over the BP period; this can be accomplished while meeting traditional needs, however it does not allow us to support incremental work demands such as support for new build/refurbishment
- Incremental to the submitted plan, is a proposal for an enhanced communications initiative for proactively supporting increased new generation development activity; also included is enhanced water safety communications; these new initiatives total ~\$3M/yr beginning in 2008
- Additional cost reduction actions to meet the 5% reduction guideline would negatively impact service capability compromising both regulatory efforts and progress to date in building and leveraging OPG's corporate reputation

Nuclear Public Affairs

Program and Business Plan

2008 Overview

Jacquie McInnes
Director



ONTARIO**POWER**
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2008 - Enhanced Nuclear Advertising

- Enhanced advertising budget for key nuclear initiatives: local and provincial
- Strategic earned media story placement on traditional and new media
- Greater use of OPG.com to reach communities-of-interest
- New 'community pages' for Darlington and Pickering
- More OPG Nuclear presence at targeted industry events
- Continued partnerships for third-party endorsement



Canadian Nuclear Association
Association nucléaire canadienne

Canadian Nuclear Association

2006 Creative & Media Recommendations

February 27, 2006

Anderson



Health & Lifestyle



Advertising Objectives:

- To reclaim the word nuclear by overcoming certain negative emotional aspects associated with 'nuclear' and 'nuclear energy'
- To utilize the public education/advertising platform as a hub from which other CNA and industry initiatives can be built around
- To leverage within our advertising program a strong call to action to the website to allow the public to learn more about the benefits of nuclear as part of the energy mix



Creative Messaging: Moving Forward

Strategic Direction:

- Maintain/reinforce our stance across our key drivers for nuclear energy, and increase emphasis on our consumers underlying need to know 'why it's important/what's in it for me'.
- To build on nuclear energy/CNA brings 'more power to you' because it helps drive & meet: the energy needs today & tomorrow & the overall supply cost effectiveness.



Summary

- TV is seen as primary medium for current CNA objectives
- Newspaper is seen as a secondary medium
 - After adequate TV presence is established
 - When detailed message required
 - To increase support against Stakeholders
 - For tactical support

QUARTERLY UPDATE TO THE COMMUNITY

Filed: 2008-06-06
EB-2007-0905
J4.2
Attachment 4



Since safety is always our first priority, we are proud that at year end Pickering B employees had worked about 3.8 million hours without a lost-time accident and Pickering A employees had worked more than 2 million hours without a lost-time accident. This means that our employees are returning home to their families healthy.

Pickering B has maintained and safely operated the station during the current five-year licence period. The Canadian Nuclear Safety Commission (CNSC) conducts regular reviews of our practices to ensure the provisions of our licence are being met at all times. They evaluate us in nine safety-related areas. In all of these important areas OPG continues to meet or better performance expectations. We began the process of renewing our operating licence last month. For more details on the process and how you can participate, please visit the CNSC website.

Generation production at Pickering Nuclear was less than planned in 2007 due to outages following an inadvertent release of resin by a third party contractor and a conservative safety decision on our part to shut down Pickering Units 1 and 4 to upgrade a backup station electrical system. We are resolved to improving our production results in 2008.

Delivering safe, reliable and cost-effective electricity to the people of Ontario is what we strive for every day. We take this responsibility very seriously and look forward to continuing to meet this challenge in 2008.

Pierre Tremblay, Senior Vice President, Pickering B



PERFORMANCE SNAPSHOT FOR PICKERING NUCLEAR

- During 2007, Pickering A produced 3.63 terawatt hours of electricity compared to 6.42 terawatt hours in 2006. Pickering B production of 13.37 terawatt hours was slightly lower compared to production in 2006.
- Two OPG employees were recently recognized by the Pickering community. Pat McNeil, Senior Vice President, Nuclear Generation Development, was a co-recipient of the 2007 Business Person of the Year Award by the Ajax-Pickering Board of Trade. Don Terry, Manager, Pickering Public Affairs, was awarded the Community Leadership Award by the Pickering Rotary Club.
- Pickering Nuclear was also recently recognized as Corporate Habitat of the Year by the international Wildlife Habitat Council. Pickering Nuclear also earned this prestigious award in 2001.

THESE NUCLEAR PELLETS WILL POWER ONTARIO INTO THE FUTURE

ONTARIO **POWER**
GENERATION

OPG.COM





WHAT IN THE WORLD DO A NUCLEAR
PLANT AND A BUTTERFLY GARDEN HAVE
IN COMMON? YOU'LL FIND OUT WHEN
YOU VISIT OUR NEWLY REDESIGNED
DARLINGTON
INFORMATION CENTRE

We're now open to excite, amaze and inform you on everything you ever wanted to know about nuclear energy and Ontario Power Generation.

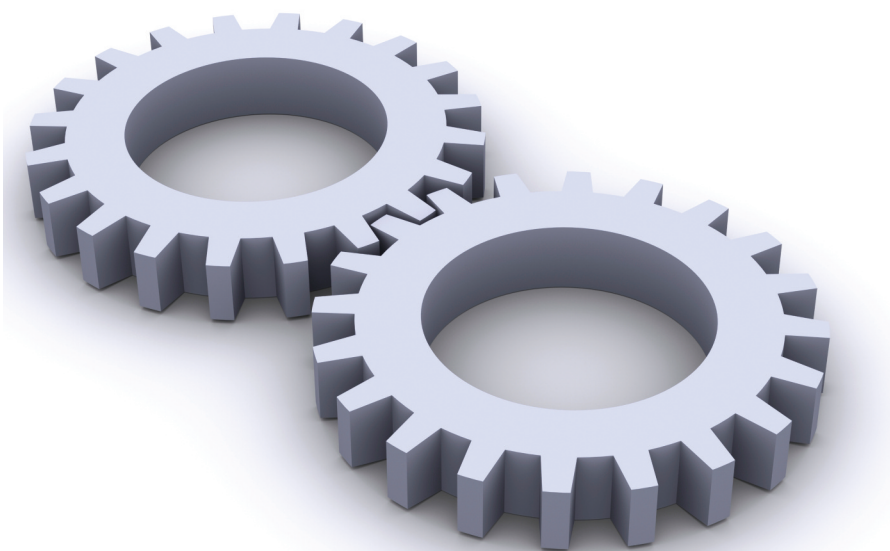
For more Information call 1-800- 461-0034 or 905 623-7122.

Hours: Open 9-4 PM - Monday-Friday



ONTARIO POWER
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www.opg.com

We couldn't generate 30% of Ontario's power without our 589,850 neighbours in Durham



Our generating stations in the Durham Region provide 30% of Ontario's power. But we don't just generate electricity here. With your support, we've generated many community projects, from local sports teams to environmental initiatives. Because while we're committed to powering Ontario, we're just as committed to making Durham an even better place to work and play.

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March Break MADNESS

March 10-14, 2008

LOOKING FOR SOMETHING FUN TO DO WITH YOUR FAMILY DURING MARCH BREAK?

Join PICKERING NUCLEAR for great family fun. There is something for everyone!
 Please Note: Children must be accompanied by an adult. Pre-registration is
 required for all programs at www.opg.com/community.

MONDAY, MARCH 10

7:00 p.m. – 9:00 p.m.

Splash Splash Swim — Pickering Recreation Centre — **FREE**



Splash away with your family at the Pickering Recreation Centre, 1867 Valleyfarm Rd.
 Admission is FREE during program hours.



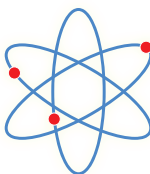
TUESDAY, MARCH 11

10:00 a.m. or 1:00 p.m.

Earth Rangers Protect the Earth — Pickering Nuclear Information Centre — **FREE**



Join Earth Rangers and their animal ambassadors and learn about how human actions
 impact animal life. Learn about environmental issues, and how to make choices that will
 benefit the environment and our planet.



WEDNESDAY, MARCH 12

10:00 a.m.

Harnessing Science! — Pickering Nuclear Information Centre — **FREE**

Witness chemistry, physics and the fundamental forces of planet earth in this amazing show!
 Meet real scientists and engineers from Young Generation in Nuclear and learn how they
 harness these forces to make electricity.



THURSDAY, MARCH 13

10:00 a.m. – 2:00 p.m.

Fun on the Farm — WindReach Farm

Enjoy a day on the farm with your family. Walk along the nature paths, meet the animals,
 visit the stables and farm museum, enjoy a wagon ride and much more. Dress warmly. A
 \$10 donation to WindReach would be greatly appreciated. WindReach Farm is a charitable
 organization that offers a working farm experience specially designed to enrich the lives of
 persons with disabilities. Fully wheelchair accessible.

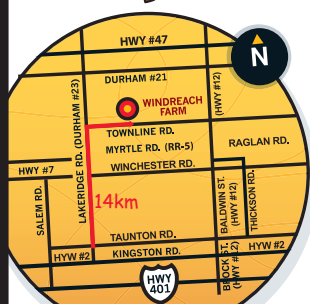


FRIDAY, MARCH 14

10:00 a.m. or 1:00 p.m.

The Global Village — Pickering Nuclear Information Centre — **FREE**

Did you know there are more than 6.5 billion people on earth? What if we
 imagined the whole world as a village of 100 people? Come and explore the
 lives of these 100 villagers, and discover how different a day in the life of a
 child can be in different countries around the world.



For more information on our March Break program,
 please call the Pickering Nuclear Community
 Information Line at 905-837-7272.

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