

MO.P.S.C. SCHEDULE NO. 6

Original

SHEET NO. 159

CANCELLING MO.P.S.C. SCHEDULE NO. _____

SHEET NO. _____

APPLYING TO MISSOURI SERVICE AREA

PILOTS, VARIANCES, AND PROMOTIONAL PRACTICES

C. COMPANY ADVERTISING AND PUBLICITY PROGRAM

Some of the Company's regular advertising and publicity practices will feature buildings of various types as examples of applications of electric utilizing equipment. The ads or publicity will call the reader's, viewer's, or listener's attention to the benefits of electric energy and its many applications. These ads or publicity items are not designed to support the individual projects mentioned but rather to lend emphasis to the type of electrical application described in the ad or publicity. None of this advertising or publicity will be the result of promises made to a builder, developer, or other person. The project may be identified with the name, address, owner, architect, engineer, and other related information.

The material content of the advertisements or the publicity will be varied in accordance with the electrical applications that are emphasized. These ads or publicity material will be used in the various media serving the Company's service area as well as in national advertising. In all cases the ads or publicity will be signed by the Company.

DATE OF ISSUE May 31, 2013

DATE EFFECTIVE June 30, 2013

ISSUED BY Warner L. Baxter
NAME OF OFFICER

President & CEO
TITLE

St. Louis, Missouri
ADDRESS