

Contact: Jeff Hymas, 801-220-2340
jeff.hymas@pacificorp.com

date
FOR IMMEDIATE RELEASE

CHUMS | BEYOND COASTAL finds Blue Sky an affordable, green investment

WEST VALLEY CITY, Utah — CHUMS | BEYOND COASTAL has been helping its customers hang on to their eyewear since 1983 and keeping them from getting sun burned with natural based sunscreen since 2008. However, this last year, it made a business decision to offset its environmental impact by purchasing Rocky Mountain Power’s Blue Sky renewable energy.

“Utah is home to a lot of outdoor companies and we’re taking great strides to preserve it,” said Jacki White, CHUMS | BEYOND COASTAL office manager. “We all love the outdoors and want to keep it healthy and green.”

CHUMS | BEYOND COASTAL is a champion-level participant in the program, purchasing 25 blocks of Blue Sky each month. Blue Sky is sold in 100 kilowatt-hour block increments for as little as \$1.95 per month.

“To us, buying Blue Sky is a reasonably priced means of doing something really positive,” said White. “We do quite a bit in terms of educating our employees about how we want to further our green culture, and Blue Sky is part of that effort.”

Perhaps known best over the years for its original cotton eyewear retainer – or CHUM – the company since has added more products to its line of outdoor gear, including hydration packs, bags, floating eyewear retainers, eyeglass cases and winter sports accessories. It also launched a natural sunscreen line, Beyond Coastal.

“CHUMS | BEYOND COASTAL’ Blue Sky purchase makes a difference,” said Dave Spalding, customer and community manager for Rocky Mountain Power. “Over 12 months, buying 25 blocks of Blue Sky per month avoids 18 tons of carbon dioxide, which has the environmental benefit of planting 1,574 trees or not driving a car 37,000 miles.”

Blue Sky provides Rocky Mountain Power customers an easy way to support wind-powered generation and other renewable energy facilities in the region. When a customer enrolls in Blue Sky, the company purchases Green-e Energy-certified renewable energy certificates on behalf of the consumer from wind energy facilities in the region. Blue Sky funds also help support the development of smaller projects in local communities that can include wind, solar, geothermal, low-emission biomass or other certified renewable energy sources. About 30,900 Rocky Mountain Power customers in Utah, Wyoming and Idaho currently buy Blue Sky renewable energy.

Separate from Blue Sky, Rocky Mountain Power is investing in cost-effective renewable energy to serve its customers through company-owned generation and renewable energy purchases. Electricity from wind energy facilities increases the diversity of Rocky Mountain Power’s generation portfolio, which includes coal, natural gas, hydroelectric and geothermal sources. Through the Blue Sky program, the company and its customers are working together to support the development of renewable energy resources.

(more)

BLUE SKY – page two

Rocky Mountain Power

Rocky Mountain Power is headquartered in Salt Lake City and provides electric service to more than 982,000 customers in Utah, Wyoming and Idaho. As part of PacifiCorp, one of the lowest-cost electricity producers in the United States, Rocky Mountain Power and Pacific Power provide approximately 1.7 million customers in six Western states with reliable, efficient energy. The company works to meet growing energy demand while protecting and enhancing the environment. Visit www.rockymountainpower.net.

Blue Sky

Blue Sky was named 2007 Green Power Program of the Year by the U.S. Environmental Protection Agency and the U.S. Department of Energy. The U.S. Department of Energy's National Renewable Energy Laboratory ranks the company's Blue Sky program third in the nation in the number of customers buying renewable power, and third in the nation for renewable power sales volume. To learn more about Blue Sky or to sign up, visit www.rockymountainpower.net/bluesky or call 1-800-769-3717.

About Chums | Beyond Coastal

Founded in 1983 in Hurricane, Utah, Chums has been the leader in accessories in the outdoor for over 25 years. In Jan. 2007, Chums purchased Chisco, creating a stronger market position through the joining of the two leading accessory brands. The two brands are now known as Chums. In 2008, Chums purchased Beyond Coastal sun care products. Beyond Coastal now offers a complete line of sun protection and sun care formulations created for the active outdoor lifestyle.