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CALIFORNIA AMERICAN WATER ENACTS VOLUNTARY WATER CONSERVATION MEASURES

California American Water asks Customers to Voluntarily Reduce Water Use by 20 Percent

CORONADO, Calif. (March 24, 2014) – As drought conditions continue to affect communities across the state, California American Water announced the implementation of voluntary 20 percent water reduction measures for our more than 258,000 customers in all Southern California districts including Los Angeles County, San Diego County and Ventura County. California American Water has issued its voluntary program in accordance with the Governor’s emergency drought declaration and California Public Utilities Commission’s (CPUC) Rule 14.1, calling upon customers to restrict non-essential uses of water. The CPUC authorizes water utilities to implement voluntary conservation measures when the utility determines that water supplies may be insufficient to meet customer demands.

“We want to educate our customers on the importance of conservation and ways they can reduce their water usage,” said Southern California Director of Operations Garry Hofer. “We are joining other local and regional water agencies in asking customers to look for common-sense places to efficiently use water, protecting the state’s supplies and our local environment in the face of drought conditions.”

California American Water encourages all consumers to voluntarily find ways to reduce their water use by:

- Fixing leaks promptly
- Adjust irrigation systems to avoid creating run-off to streets, sidewalks and gutters
- Use positive pressure hose nozzles (available at no charge from California American Water)
- Use a broom to clean driveways, patios, decks and sidewalks

“Our water efficiency and conservation programs are among the best in the region and they help reduce water use without affecting our quality of life,” said Hofer. “I’d encourage customers to take advantage of the free Water Smart Home Survey to find easy wins to reduce water usage and learn more about how they can get cash back from our Rebate programs for toilets, washing machines, turf removal and more.”

California American Water continues its initiatives in improving environmental sustainability and conservation by encouraging all consumers to take common sense steps to reduce water use in their homes and businesses. California American Water will provide customers with educational materials and host community meetings in the coming months. Additionally, customer bill messages will appear in every bill informing customers of the voluntary 20 percent reduction.

To learn more about the free conservation programs and services or read CPUC Rule 14.1, customers can visit California American Water's website at www.californiaamwater.com. Customers can also call the 24 hour customer service number at (888) 237-1333 to sign up for a free Water Smart Home Survey or receive more information about their conservation services, devices and rebates.

California American Water, a subsidiary of American Water (NYSE: AWK), provides high-quality and reliable water and/or wastewater services to more than 600,000 people.

Founded in 1886, American Water is the largest publicly traded U.S. water and wastewater utility company. With headquarters in Voorhees, N.J., the company employs approximately 6,600 dedicated professionals who provide drinking water, wastewater and other related services to an estimated 14 million people in more than 40 states and parts of Canada. More information can be found by visiting www.amwater.com.

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