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California Water Service Launches Monthly Drawing Program to Reward Customers Meeting Water Budgets This Fall and Winter

SAN JOSE, CA -- (Marketwired) -- 11/02/15 -- In appreciation of its customers' efforts to reduce their water use during this historic drought and help meet State-mandated water use reductions, California Water Service (Cal Water), the largest subsidiary of California Water Service Group (NYSE: CWT), today launched a three-month rewards program that will recognize 25 customers in each service area each month who stay within their water budgets during that billing cycle.

For the December 2015, January 2016, and February 2016 bill cycles, 25 customers in each Cal Water service area who meet or are under their water budgets that month will be drawn at random to receive \$50 gift cards. Customers' water consumption for each bill is the month prior to the billing date. Customers who qualify will be automatically entered into each drawing. Those meeting budgets at multiple premises can win only once per month.

The drawings are open to all Cal Water customers with a water budget, both residential and non-residential, except for Cal Water employees, household and immediate family members, suppliers, and affiliates.

"We recognize the efforts Cal Water customers have made to reduce their water use, both long term and since the State began enforcing water use reductions June 1, and we want to thank our customers for the strides they have made," said Cal Water Director of Drought Management and Conservation Ken Jenkins.

"Reducing water use tends to be easier during the summer months, as most discretionary water use occurs outdoors when the weather is warmer," Jenkins said. "So, we encourage our customers to keep up those efforts as we move toward winter and the weather cools, and reducing water use becomes more challenging. We must still meet State-mandated water use reduction targets in each of our service areas during this time."

More information on the program and full terms and conditions are available at www.calwater.com/reward. Details are also being sent to customers in their November bills.

California Water Service serves about 2 million people through 478,000 service connections in California. The company has provided water service in the state since 1926. Additional information may be obtained online at www.calwater.com.