



NAME: Jeff Lyash

COMPANY: Progress Energy Florida

TITLE: President & CEO

ADDRESS: 299 First Avenue North
St. Petersburg, FL 33701

TELEPHONE: 727.820.5460 **FAX:** 727.820.5940

YEARS WITH COMPANY: 14

YEARS IN TAMPA BAY MARKET: 4

EDUCATION: Bachelor's degree in Mechanical
Engineering, Drexel University

COMMUNITY/CIVIC LEADERSHIP AFFILIATIONS:

Board of Directors, Enterprise Florida, Florida Chamber of Commerce, Florida Orchestra, SunTrust Tampa Bay, Pinellas Education Foundation, and Museum of Fine Arts - St. Petersburg; Chairman-elect, Florida Chamber of Commerce Foundation; Secretary and Treasurer, Tampa Bay Partnership; Board of Governors, Metro Orlando Economic Development; Member, Florida High Tech Corridor and several utility industry organizations.

Jeff Lyash



COMPANY: Progress Energy Florida

STOCK SYMBOL: NYSE: PGN

WEBSITE: www.progress-energy.com

NUMBER OF TAMPA BAY EMPLOYEES: 1,700

PRIMARY PRODUCTS/SERVICES: Electric Utility,
Energy Services

PRIMARY MARKETS: West and North Central Florida

Progress Energy Florida, a subsidiary of Raleigh, N.C.-based Progress Energy, provides electricity and related services to 1.7 million customers in Florida. The company is headquartered in St. Petersburg and serves a territory encompassing more than 20,000 square miles, including communities throughout the seven-county Tampa Bay region and beyond. Progress Energy Florida has always taken a progressive leadership role in the area's economic development issues. It was a primary founding supporter of the Tampa Bay Partnership, a regional economic development organization, and Enterprise Florida, the state's public-private partnership dedicated to economic development initiatives. Progress Energy was the 2006 recipient of the Edison Electric Institute's Edison Award, the industry's highest honor, in recognition of its operational excellence. In 2005, the company also received the prestigious J.D. Power and Associates Founder's Award for dedication, commitment and sustained improvement in customer service.