

XVI Encontro Anual CEMIG-APIMEC

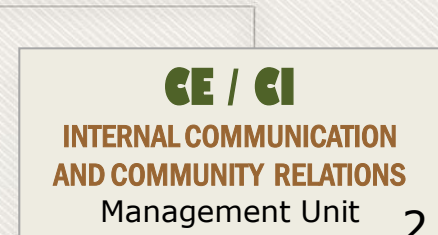


New Chief Officer's Department:
Institutional Relations and Communication

Luiz Henrique Michalick
Chief Institutional Relations and
Communication Communication Officer
(DRC)

June 3, 2011

Organizational Diagram



Reasons behind the creation of the DRC

- Expansion of the Cemig Group to 58 companies and 10 consortia
- To develop a single policy for the Cemig Group in area of institutional relations and corporate communication
- Identify and take advantage of opportunities offered by the Group's companies to add value to the Cemig brand
- Disseminate the culture of the Cemig Group's brand and reputation
- Optimize available resources for the institutional relations and communication department by taking advantage of the companies in the Group



Responsibilities and Objectives

- To represent the companies of the Cemig Group in dealings with Aneel, the Mining and Energy Ministry, and other regulatory agencies and legislative bodies, in all institutional matters related to the sector
- Coordinate and create the regulatory and legislative agenda of the Cemig Group of companies, aiming to mitigate risk and increase opportunities arising from legislative and regulatory activity
- Monitor regulatory proposals at public hearings and consultations held by regulatory agencies and the Mining and Energy Ministry
- Create a Corporate Communications Policy for the Group
- Coordinate actions to maintain and strengthen the brand credibility and reputation
- Coordinate, plan and disclose Cemig's institutional and administrative information





Institutional Relations Focus

- Promote understanding with Aneel and the Mining and Energy Ministry, and other federal and State regulatory bodies
- Monitor and advise on Cemig's relationship with the other institutions and agents in the energy sector, as well as existing sector associations
- Monitor proposed legislation at the three levels of legislature – Congress, State Legislatures and City Councils –defending the Cemig Group's interests
- Coordinate analysis and promote research focused on regulatory scenarios, in order to provide the potential impact on the Cemig Group
- Monitor the national political situation





Corporate Communication Focus

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- Manage contacts with regional, national and international media
- Maintain and strengthen the credibility of Cemig's brand and reputation within public audiences in Brazil and worldwide
- Coordinate and plan institutional advertising campaigns and institutional actions to strengthen the Group's positive attributes
- Support medium and high-voltage client relationships
- Support relationships with investors



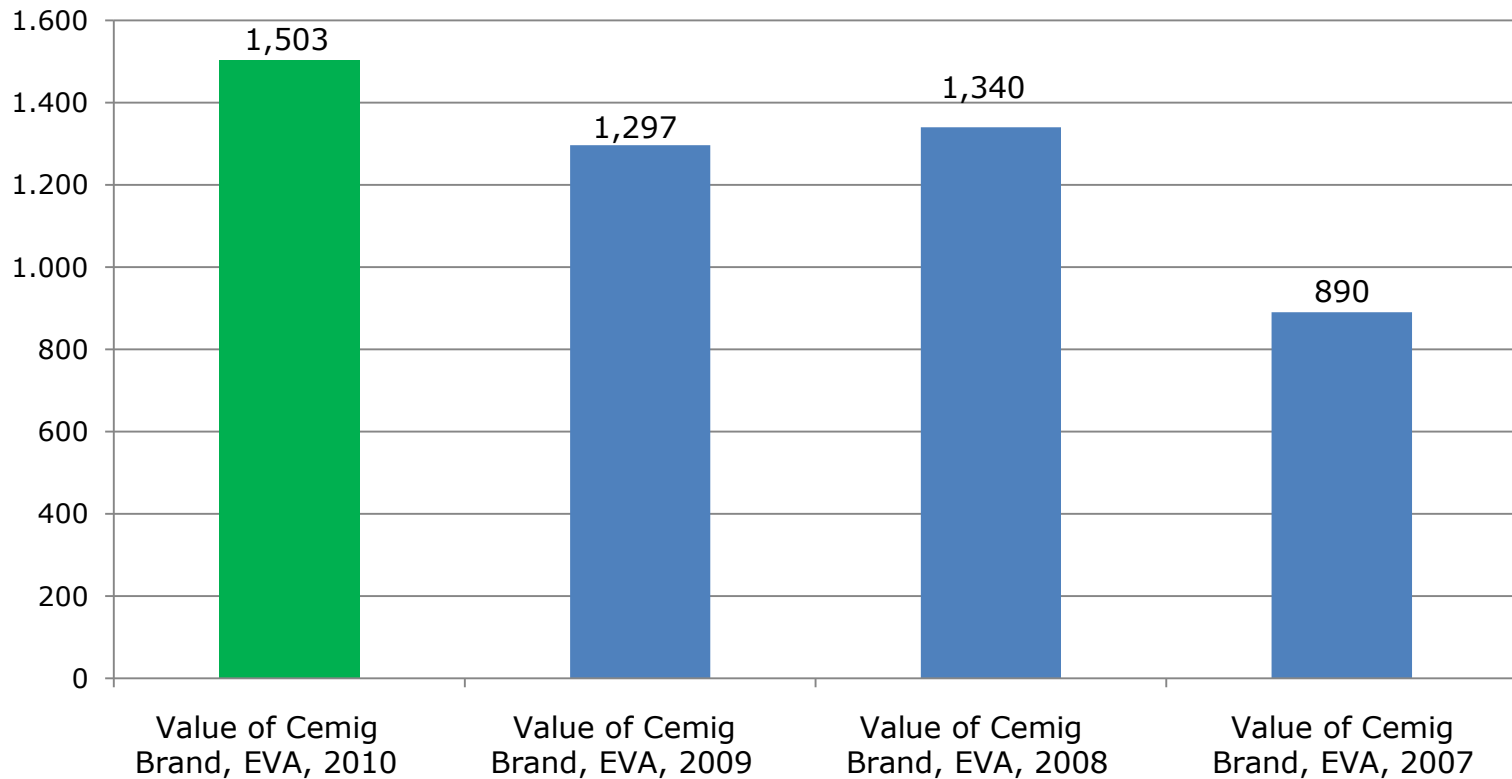
Challenges for 2011

- Expand activities with Regulatory Bodies, Congress and the State Legislature
- Work on extension of concessions
- Analyze the positive attributes of the new companies of the Group, making them part of the process that generates Cemig's reputation index and brand value

Results Obtained

- This chart shows valuations of the Cemig brand, from the point of view of the shareholders, in the generation, transmission and distribution businesses:

Value of the Cemig brand – Stockholder point of view
R\$ mn



Note: The shareholder perspective uses capital invested at current values, not book value

Investor Relations

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