



**FOR IMMEDIATE RELEASE:** Dec. 2, 2025

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## **PNM asks customers to stay on high alert to avoid holiday scams**

(Albuquerque, NM) – PNM is asking its customers throughout New Mexico to be on the lookout for scams during the holiday season. Fraudulent individuals are impersonating PNM staff and using aggressive tactics to steal money and personal information. Scammers have threatened to disconnect customer electricity unless they pay within an hour with a pre-paid card.

We want you to know: PNM will never ask you to read your credit card number over the phone or demand payment with prepaid gift cards.

This year, nearly 400 scam reports have been filed with PNM, and these incidents tend to spike during the holidays when more people are at home and are dependent on electricity. Protect yourself and your loved ones by knowing the signs and taking action.

Don't be a victim, here's what to watch for:

- Urgent payment demands: Scammers often claim your bill is overdue and threaten to disconnect your power unless you pay immediately - usually within an hour.
- Prepaid gift card requests: This is a major red flag. PNM will never ask you to pay with a prepaid gift card.
- Caller ID tricks: Scammers may use local-looking numbers or ones similar to your own to appear legitimate.
- Impersonation tactics: Some scammers leave fake callback numbers with hold music that mimics PNM's system—but with poor sound quality.
- Weekend calls: Scammers often target customers on weekends when PNM is closed. Remember, PNM does not disconnect power on weekends or holidays.

How to stay safe:

- Verify your account: If you're unsure about a call, hang up and call PNM directly at 888-DIAL-PNM (888-342-5766), Monday–Friday, 7:30 a.m. to 6 p.m.
- Check your balance: Text #BAL to 78766 from the phone number linked to your PNM account.
- Use enhanced security: We encourage all customers to enable two-factor authentication on their PNM.com account for added protection.

If you believe you're being scammed, immediately report all details of the scam, or attempted scam, to PNM at [PNM.com/scams](https://www.pnm.com/scams) and to the FBI at [IC3.gov](https://www.ic3.gov). PNM uses the details of your report to help spread awareness of new scams and the FBI collects the details through their Internet Crime Complaint (IC3) because these fraudsters are using VoIP telecommunication phone lines to scam customers out of money, which is a federal crime.

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### **About PNM**

PNM is the largest electricity provider in New Mexico serving nearly 550,000 customers. PNM is committed to transitioning its electricity to 100% carbon free while ensuring a reliable and resilient power system. Visit [PNM.com](https://www.pnm.com) for more information.