

**Metropolitan Edison Company and Pennsylvania Electric Company
Consumer Education
Customer Education Letter #1
Submitted: November 9, 2011**

Commission Order approving mailing:

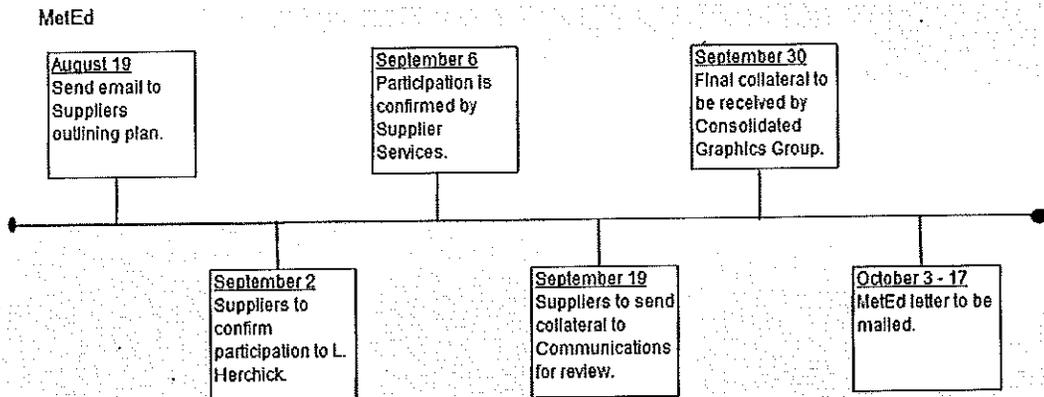


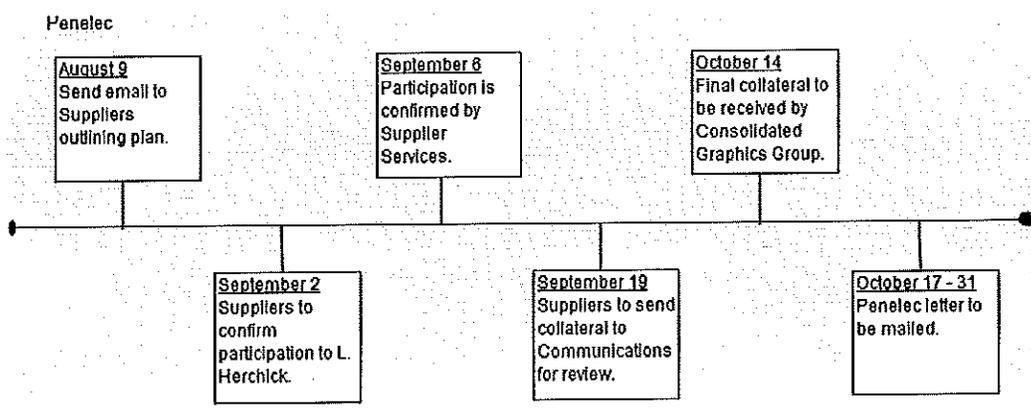
Customer Education
Mailing Order

Description of Project:

Pursuant to Met-Ed and Penelec's Default Service Program Settlement approved in November 2009, the Companies will be sending letters to residential and small commercial customers notifying them of available offers from electric generation suppliers. The letters shall be sent in envelopes bearing the applicable Company's name and established corporate logo, and the letter will be printed on the Company's letterhead.

Proposed Project Timeline:





Initial Email to EGSs – Emailed August 22, 2011

To be sent to all registered EGSs in MetEd and Penelec's territories.



Customer Education
Email to EGSs.v2.doc

Cover Letter for Customer Mailing

- *To be sent to all residential and small commercial customers in MetEd and Penelec territories.*
- *Includes OCA edits. PUC number MUST be included in the letter.*
- *Will be printed on operating company letterhead.*
- *Will use a window envelope.*
- *We will mail 1 small commercial letter including 8 EGS inserts and 1 residential letter including 5 EGS inserts for MetEd and 1 small commercial letter including 6 EGS inserts and 1 residential letter including 5 EGS inserts for Penelec.*



MetEd Cust Ed Cover Letter-Residential.doc



MetEd Cust Ed Cover Letter-Small Commercial



Penelec Cust Ed Cover Letter-Residential



Penelec Cust Ed Cover Letter-Small Commercial

Suppliers Participating in the Customer Mailing



Suppliers
Participating In Cust E

IVR: Welcome to FirstEnergy Customer Choice...

...if you are calling concerning the recently advertised customer shopping information, here are several items you will need to know. Your price to compare, which is the current price you are billed by FirstEnergy for electric generation, can be found on the first page of your monthly electric bill, in the message box labeled Price to Compare Message. Your customer number, which you will need to sign up with any third party supplier, is located on page three of your monthly electric bill, under the heading Basic Charges. In order to obtain a list of licensed electric suppliers, please visit papowerswitch.com. Again, that website address is papowerswitch.com. *For additional customer shopping information, please remain on the line for more options.*

FAQ's:

What is Electric Choice? - Customers can choose the company that generates their electricity, which means you can shop for the price or type of generation service that best suits your needs. In order to do business in Pennsylvania, electric generation suppliers first must be licensed by the Pennsylvania Public Utility Commission. Regardless of what company generates your electricity, your local electric distribution company will continue to deliver it to your home or business, maintain its poles and wires, and restore service after outages.

What is the Price to Compare? - The Price to Compare is the average price your local electric distribution company charges for the portion of your electric service that is open to competition. The Price to Compare is given in cents per kilowatt-hour. Use this number to compare prices and potential savings among generation suppliers. You can save money if the supplier's price is less than your Price to Compare.

Am I able to remain on the budget program if I select a supplier? - To remain eligible for the budget program, you must confirm with your supplier that you will receive a single rate-ready bill from your local electric distribution company.

What is the eligible customer list? - According to state regulations, the FirstEnergy companies are required to release your name, address, account number and electric usage information to licensed generation suppliers unless you choose to restrict the release of your information. Suppliers are required to keep your information confidential, but they can use this information to offer you prices and services. If you do not wish to be included on this list, you can call our toll-free Customer Choice phone number or visit the FirstEnergy Customer Choice website at firstenergycorp.com.

How do I shop for electricity? - When shopping for electricity, start by looking at your current electric bill, which contains your 20-digit customer number, usage history and your Price to Compare. You'll need this information when you contact licensed suppliers serving your area to compare prices. You can save money if the supplier's price is less than your Price to Compare. If you select an alternative supplier, that supplier will notify us of the change. We will then send you a letter to make sure that you selected this company as your electric generation supplier.

Where can I get a list of licensed suppliers? - A list of licensed suppliers is available on the Pennsylvania Public Utility Commission's Choice website at papowerswitch.com. Or

you can request a list of licensed suppliers from one of our customer service representatives.

**PENNSYLVANIA
PUBLIC UTILITY COMMISSION
Harrisburg, PA 17105-3265**

Public Meeting held July 28, 2011

Commissioners Present:

Robert F. Powelson, Chairman
John F. Coleman, Jr., Vice Chairman
Wayne E. Gardner
James H. Cawley
Pamela A. Witmer

Joint Petition of Metropolitan Edison Company and Pennsylvania Electric Company for Approval of their Default Service Programs Docket Nos. P-2009-2093053 and P-2009-2093054

ORDER

BY THE COMMISSION:

Before us for our consideration are comments filed to our April 26, 2011, order in which we posed several questions about the timing of the consumer education programs of Metropolitan Edison Company (Met Ed) and Pennsylvania Electric Company (Penelec) (collectively, the Companies). The consumer education programs had been approved as part of the settlement of the Companies' default service programs in November 2009. Under the settlement, the Companies are required to send letters notifying residential and small commercial customers of available supplier offers for electric generation service. The cost of the mailing was capped at \$2.25 million per company over the life of the default service plan, to be collected from customers on a per customer allocation basis.

In our order entered April 26, 2011, we noted that the lack of competitive electric generation supplier (EGS) offerings available to customers in the Companies' service territories caused us to question whether the consumer education programs should be

delayed to permit the market to mature, so as to allow for a more beneficial use of these funds. Since the issuance of our April 26, 2011 order, additional EGSs have entered the market in the Companies' service territories. By this order, we will direct that the provisions in the Companies' settlement agreement pertaining to the consumer education programs move forward for the reasons described herein.

DISCUSSION

On April 26, 2011, the Pennsylvania Public Utility Commission (Commission) issued an order posing a number of questions about the optimal time to implement the consumer education provisions of the settlement agreement¹ of the Companies' default service programs.² The order requested comments from parties to the above-captioned proceeding. Comments were to be filed within twenty (20) days of the order's entry date and reply comments were to be filed within thirty (30) days of the order's entry date. Thus, comments were due May 16, 2011, and reply comments were due May 26, 2011.

On May 12, 2011, the Office of Small Business Advocate (OSBA) filed comments to the order. On May 16, 2011, the Office of Consumer Advocate (OCA), Direct Energy Services, LLC (Direct Energy), Dominion Retail, Inc. (Dominion Retail) and the Companies filed comments to the order. On May 26, 2011, the Companies filed reply comments.

¹ *Joint Petition of Metropolitan Edison Company and the Pennsylvania Electric Company for Approval of Their Default Service Programs*, Docket Nos. P-2009-2093053, P-2009-2093054, Joint Petition for Settlement Agreement, p. 26, ¶ 69.

² We approved the Joint Petition for Settlement on November 6, 2009. *Joint Petition of Metropolitan Edison Company and the Pennsylvania Electric Company for Approval of Their Default Service Programs*, Docket Nos. P-2009-2093053, P-2009-2093054 (Order entered November 6, 2009).

The specific questions that parties were asked to address were premised on the current lack of competitive market offerings in the Companies' service territories and read in pertinent part as follows:

The inquiry should involve an analysis of whether the timing of the retail choice education letter "roll out" should be delayed to give the market further time to mature so as to allow for a more beneficial use of these funds.

Specifically, should the twice yearly retail choice education letters be postponed until such time that a certain threshold number of EGSs have entered the market in either service territory to maximize the benefit that could be realized by the use of these funds? What should that threshold number be? Should this education program move forward for both residential and small commercial customers, or only for small commercial customers? Are there other EGSs that intend to enter these service territories in the near future? Might a delayed, more concentrated consumer education campaign be more effective when there is greater market entry by competitors?

April 26, 2011, Order, p. 3. The comments and reply comments that were filed in response to these questions are summarized below.

COMMENTS

OCA

In its comments, OCA notes that it was a signatory to the settlement on the Companies' default service plan. OCA Comments at 2. Under the settlement, the Companies are required to send letters notifying residential and small commercial customers of available EGS offers for electric generation service. The letters were to be developed and paid for by participating suppliers while other costs of the education plan would be reflected in the \$2.25 million per company cap agreed to for the default service period. The OCA and the OSBA would have had the opportunity to review and approve the letters prepared by the Companies that would inform customers about how to take

advantage of possible savings. *Id.* Each participating EGS would also be permitted to review and approve the letters prepared by the Companies that go to the EGS's respective customers.

In OCA's opinion, the settlement provided a reasonable resolution of the package of customer education, customer referral and market share enhancement proposals presented by retail marketers in the proceeding. OCA comments at 3. OCA supports the continued implementation of the educational program approved as part of the settlement on the default service plan. *Id.* OCA states that competitive offers are available that could bring savings to customers who shop and there are offers of renewable products that customers may want to choose. *Id.* While the offers may be limited, the mailing process envisioned in the settlement may encourage other suppliers to include offers for the mailing as it will reach so many customers. OCA states that if the market participants who agreed to the settlement prefer to delay or alter the implementation of the consumer education program, the OCA submits that a working group should be established to determine when would be the best time to implement these provisions. *Id.*

OSBA

OSBA takes no position as to whether the retail choice education letters for residential customers should be postponed; what the threshold number of suppliers should be before the letters are sent to the residential class; or whether the residential education program should move forward. OSBA Comments at 2. OSBA is also not aware of any additional EGSs that plan to enter the Companies' service territories. *Id.*

OSBA states that by the language in the order, the Commission implies that it plans to move forward with the small commercial customer education plan regardless of what happens to the residential consumer education plan. *Id.* OSBA supports the small commercial customer program moving forward as agreed to by the parties. OSBA states that as indicated by the shopping statistics supplied by the Companies, there is

significant shopping by small commercial customers. *Id.* OSBA avers that the shopping statistics imply that there are enough EGSs willing to supply small commercial customers to warrant the continued education plan in an effort to increase shopping. *Id.*

OSBA then states that if the Commission decides to move forward with the small commercial education program, but to delay the program for residential customers, it is possible that the per customer cost would increase. *Id.* If such an increase does occur, the total costs to be recovered from small commercial customers should be no more than the costs that would have been charged to small commercial customers if the mailings had occurred on the schedule on which the parties agreed in the default service settlement. OSBA Comments at 2-3.

Direct Energy

As a party to the settlement on the Companies' default service programs, Direct Energy supports moving forward with the retail choice consumer education program for small commercial customers while holding the program in abeyance for the residential customers with a commitment to reassess the program after the Commission completes its on-going investigation of Pennsylvania's retail market.³ Direct Energy Comments at 1.

In its comments, Direct Energy recounts the testimony of a witness, who was co-sponsored by Direct Energy and the Retail Energy Supply Association (RESA). Direct Energy Comments at 3. This witness testified about the usefulness of a voluntary customer referral program implemented by the EDC in overcoming the reluctance of residential and commercial customers to seek out competitive offerings because they are unsure of, or lack awareness of their choices. Ultimately, the retail customer choice education program was adopted in lieu of the above-described customer referral program.

³ *Investigation of Pennsylvania's Retail Electricity Market*, Docket No. I-2011-2237952 (Order entered April 29, 2011) (*Retail Markets Investigation Order*).

In the default service proceeding, Direct Energy supported the retail customer choice education program as a good first step to ensuring that customers are properly educated and given timely information on available competitive options. However, due to the lack of competitive alternatives for residential customers and the resulting minimal level of switching in the Companies' service territories, Direct Energy asserts that the Commission should hold the Companies' residential customer education program in abeyance with a commitment to reassess it when the Commission's investigation of Pennsylvania's retail electricity markets is complete. Direct Energy Comments at 5. Direct Energy states that as part of the investigation, the Commission plans to offer its assessment of the status of the current retail market and the changes that need to be made to allow customers to best realize the benefits of competition.⁴ Direct Energy Comments at 5-6. Direct Energy believes that ensuring that the customer choice education program is implemented at a time when it can provide the greatest value is reasonable, especially considering the fact that all customers are required to pay for the Companies' consumer education program. Direct Energy Comments at 6.

In response to the Commission's inquiry about whether other EGSs intend to enter the Companies' service territories in the near future, Direct Energy remarks that basic structural problems still exist with the default service model in Pennsylvania that impact the business decision to enter a particular market. Direct Energy Comments at 6-7. Direct Energy further comments that each EDC service territory in Pennsylvania presents its own set of challenges and that the service territories of the Companies are not attractive to Direct Energy for market entry. Direct Energy Comments at 7. Direct Energy also states that its ability to enter the Companies' market remains uncertain until real structural changes are made. *Id.*

⁴ *Retail Markets Investigation Order* at 2.

Dominion Retail

Dominion Retail requests that the Commission refrain from delaying the implementation of the consumer education program. Dominion Retail Comments at 1. In support of its position, Dominion Retail asserts that the purpose of the education effort is to encourage choice and to provide suppliers with a platform to reach customers so that the market can become competitive. Dominion Retail Comments at 2.

In its business plans, Dominion Retail relied upon the expectation that the settlement would be implemented and any disruption of the consumer education program would adversely affect Dominion Retail's entry into the Companies' service territories. Dominion Retail Comments at 3. Further, Dominion Retail does not believe that delaying the program will improve the chances for the program's success. *Id.* Rather, Dominion Retail suggests that the timely implementation of the program will serve to draw additional suppliers into the territory. *Id.* In Dominion Retail's experience, the most significant barrier to competition is the public's mistrust of the notion of choice. *Id.* When the EDC endorses choice, Dominion Retail believes that customers are more likely to switch.

The Companies

The Companies assert that the customer education initiative incorporated into the settlement was designed to encourage market entry of EGSs into the Companies' residential and small commercial markets. Companies' Comments at 3. Specifically, the initiative was designed to reduce EGSs' acquisition costs while leveraging the Companies' brand with the ultimate goal of encouraging customer shopping.

The Companies mention that several parties referenced the customer education initiative as a positive aspect of the settlement in their statements in support. *Id.* RESA and Direct Energy supported the customer education commitments and stated that they satisfied their concerns that customers will be properly educated and given timely

information on their available competitive options.⁵ In its statement in support, Dominion Retail averred that the letters presented to customers by the Companies attaches a significant degree of credibility to the information that will convince customers to seriously consider competitive offers as a viable option.⁶

In order to implement the customer education initiative as set forth in the settlement, the Companies have completed certain key activities related to the residential and small commercial customer EGS offer mailings. The Companies described their key activities are as follows:

- On February 10, 2011, the Companies met with all EGSs that were signatory parties to the settlement to outline the procedures to be utilized to implement the customer education program. The Companies incorporated the EGSs' recommendations into the proposed structure of the customer mailing.
- On March 18, 2011, the parties to the settlement received a draft of the Companies' customer letter for review and comment.
- On March 22, 2011, OSBA approved the customer letter and related materials. On March 24, 2011, OCA provided comments to the draft customer letter materials.
- On March 28, 2011, all EGSs licensed to do business in the Companies' territories received the proposed customer letters and specifications for participation in the program.
- On March 29, 2011, the Companies hosted an EGS workshop in which it provided an overview of the customer education process for all interested participants.

Companies' Comments at 4-5.

⁵ *Retail Energy Supply Association and Direct Energy Services, LLC Joint Statement in Support of the Joint Petition for Settlement*, at 3.

⁶ *Statement in Support of Joint Petition for Settlement of Dominion Retail, Inc.*, at 2.

The Companies remark that it was able to assess EGS interest through this process. Companies' Comments at 5. However, before being able to assess the total universe of interest by EGSs, the Commission indefinitely suspended the program. The Companies gave interested EGSs a deadline of April 14, 2011, to respond and be included in the customer education mailings. However, the customer education initiative was suspended before the deadline was reached.

The Companies believe that there is sufficient interest to move forward with the agreed-upon customer education initiative and that the Commission should encourage those EGSs that are offering competitive rates, or are contemplating to make competitive offers, to avail themselves of this opportunity. Companies' Comments at 5-6. The Companies also assert that modifications to the settlement could cause potential confusion and uncertainty with respect to promoting competition. Companies' Comments at 6.

Additionally, the Companies note that the settlement provisions pertaining to the customer education initiative did not envision a certain threshold number of suppliers that needed to be involved. *Id.*

REPLY COMMENTS

In their reply comments, the Companies contend that the consumer advocates and one EGS generally support continuing the implementation of the consumer education initiative as set forth in the settlement. Companies' Reply Comments at 2. The Companies note that one EGS does not support the implementation of the consumer education initiative and that this EGS has no current plans in making offers to certain customer classes in the Companies' service territories. *Id.*

The Companies stated that it is not surprising, given the competitive nature of the electric commodity supply, to have different views of EGSs. *Id.* It is not surprising that EGSs that are uncertain about their ability to enter a retail market would favor limiting or delaying initiatives that could result in customers selecting an EGS that is available now.

The Companies assert that EGSs that are interested in serving residential and small commercial customers now in the Companies' service territories should be given the opportunity to utilize the program as set forth in the settlement, which was negotiated by all parties and approved by the Commission. Companies' Reply Comments at 3. Allowing the initiative to continue is consistent with the Companies' objective to foster and enhance retail competition in their service territories. The Companies stated that EGSs that are prepared to make competitive offers should not be precluded from having access to the program and that a delay in the initiative will only unnecessarily hinder the efforts to educate customers about the benefits of a competitive market. *Id.*

The Companies believe that implementation of the consumer education initiative could provide valuable information to be considered in the Commission's investigation of Pennsylvania's retail electricity market. *Id.* Thus, the Commission's investigation is a reason to move ahead with the program, as opposed to deferring it until the investigation is complete, because the investigation will provide a forum to measure the success of the initiative.

DISPOSITION

Upon review and careful consideration of the comments and reply comments that were submitted, in conjunction with the recent entry of additional EGSs in the Companies' service territories, the Commission finds that it is reasonable to move

forward with the residential and small commercial consumer education programs that were established in the 2009 settlement agreement.⁷

In November 2009, the Commission approved the joint settlement agreement in the Companies' default service program proceeding. The settlement agreement included a provision on customer education, which required the Companies to mail letters notifying residential and small commercial customers of available EGS offers at least twice during each calendar year beginning in 2011. We approved a budget of \$2.25 million per Company and allowed it to be recovered through the Customer Education Rider from the Residential and Small Commercial customers on a per customer allocation basis. Further, all costs above \$2.25 million per Company were to be paid by the participating EGSs.

When the Companies were scheduled to begin mailing the letters and expending the budget allocated to this customer education effort, only three generation suppliers⁸ were offering residential service in the Med-Ed service territory and two generation suppliers⁹ were offering residential service in the Penelec service territory. On the other hand, the number of generation suppliers offering service to businesses in the Met-Ed and Penelec service territories was far greater than the number of EGSs offering service to

⁷ This order has no bearing on the separate consumer education programs that were approved as part of the 2008 proceedings to mitigate potential electricity price increases following the expiration of generation rate caps. *Metropolitan Edison Company, Pennsylvania Electric Company, and Pennsylvania Power Company Consumer Education Plan for 2008-2012 Submitted in Compliance with May 10, 2007, Final Order at Docket No. M-00061957 (entered on May 17, 2007)*, Docket Nos. M-2008-2032261, M-2008-2032262, M-2008-2032263 (Final Order entered August 25, 2008).

⁸ Blue Star Energy Solutions, FirstEnergy Solutions and Palmco Power PA, LLC were the three EGSs that offered electric generation service in the Met-Ed service territory.

⁹ Blue Star Energy Solutions and FirstEnergy Solutions and were the two electric generation suppliers that offered electric generation service in the Penelec service territory.

residential customers.¹⁰ Given the previous lack of competitive market offerings for residential customers, we were reluctant to continue allowing the expenditure of \$2.25 million per Company when the funds would seem to provide a limited benefit.

Since the issuance of our April 26, 2011 order, a number of EGSs have entered the market and are offering to provide residential service in the Companies' territories.¹¹ Due to the increased number of EGSs providing service to residential customers and the healthy number of competitive market offerings for businesses in the Companies' service territories, we conclude that it is reasonable to move forward with the consumer education programs for both residential and small commercial customers, as provided in the Companies' default service plan settlement.

Additionally, we find the comments of Dominion Retail to be persuasive. Dominion Retail remarked that the timely implementation of the Companies' consumer education programs will likely draw additional suppliers into the Companies' service territories. The consumer education programs provide suppliers with a platform to communicate to customers about choice. Dominion Retail asserted that in its experience, the most significant barrier to competition is the customers' mistrust of the notion of choice and this barrier is overcome by the EDC endorsing choice. Such an endorsement will be communicated through the mailings, as set forth in the consumer education provisions of the settlement agreement.

Likewise, we agree with the comments of the OCA, which remarked that the mailing process may encourage other suppliers to include offers, since the mailings will

¹⁰ A review of the Commission's website, www.papowerswitch.com, reveals that twenty-nine EGSs offer service to businesses in the Met-Ed territory and twenty-eight EGSs offer service to businesses in the Penelec territory.

¹¹ At the present time, there are a total of seven EGSs offering electric generation service to residential customers in the Met-Ed service territory and six EGSs offering electric generation service to residential customers in the Penelec service territory. These figures include renewable energy add-on options.

reach numerous customers in the Companies' service territories. Similarly, the Companies commented that the customer education initiative was designed to encourage market entry of EGSs into the Companies' residential and small commercial markets. We agree that the customer education programs provide an incentive for additional EGSs to enter the market.

Therefore, based on the reasoning discussed above, we decline to further delay the consumer education programs and direct the parties to move forward with the customer education provisions of the Companies' default service plan settlement.

CONCLUSION

Based on the above discussion, we direct the parties to move forward with the consumer education programs as established in the Companies' default service plan settlement that we approved on November 6, 2009; **THEREFORE,**

IT IS ORDERED:

1. That the Customer Education provisions in the Joint Petition for Settlement Agreement that was approved, in the *Joint Petition of Metropolitan Edison Company and Pennsylvania Electric Company for Approval of their Default Service Programs*, Docket Nos. P-2009-2093053 and P-2009-2093054, continue as scheduled.
2. That a copy of this Order be served on the parties to this docket.
3. That the Office of Competitive Market Oversight shall provide a copy of this order electronically to all persons on the contact list for the Committee Handling Activities for Retail Growth in Electricity (CHARGE).

4. That a copy of this order be posted on the Public Utility Commission's website.

BY THE COMMISSION,

A handwritten signature in black ink, appearing to read "Rosemary Chiavetta". The signature is written in a cursive, flowing style.

Rosemary Chiavetta
Secretary

(SEAL)

ORDER ADOPTED: July 28, 2011

ORDER ENTERED: August 1, 2011

Process for EGS's mailing of offers

Pursuant to Met-Ed and Penelec's Default Service Program Settlement approved in November 2009, the Companies will be sending letters to residential and small commercial customers notifying them of available offers from electric generation suppliers.

There will be separate mailings for Met-Ed and Penelec residential and small commercial customers – a total of four separate letters. Small commercial customers are those on rate schedule GS Small, defined as accounts smaller than 1,500 kWh per month. The first letter is scheduled to be mailed by October 17, 2011 and will include Met-Ed residential and small commercial customers. The second mailing will include Penelec residential and small commercial customers and will be mailed by October 31, 2011.

As a supplier with current or planned offers listed on www.PaPowerSwitch.com during this first campaign, your company can include your current offers for residential and small commercial customers in our first mailing. If you would like to do so, please email me at Lherchick@firstenergycorp.com no later than September 2, 2011, to secure a place in the mailing. We will confirm participation by September 6, 2011.

Following are additional details relating to the first customer mailing:

- To ensure inserts meet the specifications noted above, you may provide the company representative (jstrai4@firstenergycorp.com) with a sample of the insert by September 19, 2011 prior to printing.
- Collateral for the Met-Ed mailing must be delivered no later than September 30, 2011, and collateral for the Penelec mailing must be delivered no later than October 14, 2011. In addition, all materials must be labeled as Met-Ed Residential, Met-Ed Small Commercial, Penelec Residential or Penelec Small Commercial, and must be sent to the printer in Cleveland at the following address:

Consolidated Graphics Group Inc
1614 East 40th Street
Cleveland, OH 44103
Attention: Tom Tully/Cindy Clark

- Consolidated Graphics Group will mail all Met-Ed collateral between October 3 and October 17, 2011, and will mail all Penelec material between October 17, and October 31, 2011.
- The number of inserts required are:
 - Met-Ed Residential 495,000
 - Penelec Residential 510,000
 - Met-Ed Small Commercial 40,000
 - Penelec Small Commercial 51,000

- Inserts must have a telephone number listed for customer calls.
- Please specify whether the offer is intended for residential or small commercial customers in Met-Ed, Penelec, or both service areas.
- Collateral received after the due date, or that fails to meet the requirements described in this letter, will not be included in the first mailing.
- All materials will be mailed in a standard #10 window envelope. To help avoid confusion, the return address will show either the Met-Ed or Penelec logo.



- The company letter will be 8.5" x 11", printed on one side. The letter will be the same for Met-Ed and Penelec using the company-specific logo.
- The supplier inserts must be 3.75" x 8.5", printed on 70# offset stock. Based on the weight of the letter and inserts, the Companies can provide for a maximum of five supplier inserts in order to stay below the required one ounce weight.
- If more than five suppliers want to participate in the program, the Companies will expand the envelope to include up to ten supplier inserts. The mailing will be limited to the first ten suppliers that respond, per Company and class.
- Postage will be presort standard.

Please contact me via email at Lherchick@firstenergycorp.com, or (330) 384-5288, if you have any questions regarding this matter. Thank you.

RE: Electric Choice for [utility name] Customer Number 080xxxxxxxxxxxxxxxxxxx

Dear [utility name] Customer,

Pennsylvania's Electric Choice Program gives you the opportunity to choose the company that generates your electricity. You may be able to save money by selecting an electric generation supplier that is offering you a lower price than your Price to Compare (located on page 1 of your electric bill), which is the price [utility name] charges you for electric generation and transmission service.

To help you make the best choice, we are including with this letter brochures from some of the electric generation suppliers that are currently seeking customers in your area. Other electric generation suppliers may have offers available.

If you have any questions about an offer, or would like to sign up for an offer, please contact the supplier directly. To enroll with a supplier, you will need your [utility name] Customer Number which can be found on the top of this letter or on page 3 of your electric bill.

When you select an alternative Electric Generation Supplier, that company will notify us, and we will then send you a letter to confirm your choice.

Whether or not you choose an alternative Electric Generation Supplier, [utility name] will continue to deliver your electricity, provide reliable service and respond to outages.

If you have any questions about Electric Choice, call us at 1-888-478-2300. You also may call the Public Utility Commission at 1-800-692-7380, or visit www.PAPowerSwitch.com.

* Please see reverse side for contact information for the suppliers participating in this mailing.

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If you have any questions about an offer, or would like to sign up for an offer, please contact the supplier directly. To enroll with a supplier, you will need your [utility name] Customer Number which can be found on the top of this letter or on page 3 of your electric bill.

When you select an alternative Electric Generation Supplier, that company will notify us, and we will then send you a letter to confirm your choice.

Whether or not you choose an alternative Electric Generation Supplier, [utility name] will continue to deliver your electricity, provide reliable service and respond to outages.

If you have any questions about Electric Choice, call us at 1-888-478-2300. You also may call the Public Utility Commission at 1-800-692-7380, or visit www.PAPowerSwitch.com.

* Please see reverse side for contact information for the suppliers participating in this mailing.

BlueStar Energy Solutions	1-877-317-3054
Champion Energy Services	1-877-404-0842
ConEdison Solutions	1-877-251-4611
Constellation Energy	1-888-499-8869
Dominion Energy Solutions	1-800-264-4754
Exelon Energy	1-877-610-3637
FirstEnergy Solutions	1-877-825-6174
Liberty Power	1-866-769-3799

Customer Education Letter Participation

	Residential	Small Commercial	
IDT	X		
FES	X	X	
Liberty Power		X	
Constellation	X	X	
Dominion	X	X	
Champion		X	
Blue Star		X	(MetEd only)
ConEd	X	X	
Exelon		X	(MetEd only)
Total	5	8	