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CleanChoiceEnergy.com

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PA DUC
SECRETARY'S BUREAU

October 31, 2016

Secretary Rosemary Chiavetta
Commonwealth of Pennsylvania
Pennsylvania Public Utility Commission
400 North St.
Harrisburg, PA 17120

RE: Customer Notification of Name Change; Docket No. A-2012-2308371

Dear Secretary Chiavetta,

Pursuant to the Commission's September 6, 2016 notice that the Bureau would issue a new license to CleanChoice Energy (f/k/a Ethical Electric), I am providing a copy of the customer notification package that was sent to our Pennsylvania customers. The September 6 notice directed CleanChoice Energy to provide a notice to its customers and to provide a copy of such notice to you within 60 days of the letter. Please find enclosed a copy of the customer notification package materials that have been sent to our Pennsylvania customers. The package includes: name change notification letter; a Frequently Asked Questions page; notification of changes to our privacy policy; and a "print" version of the magnet that was sent to customers. Please let me know if you have any questions.

Regards,

A handwritten signature in black ink, appearing to read "Jennifer L. Spinosi". The signature is fluid and cursive, with a long, sweeping tail on the final letter.

Jennifer L. Spinosi, Esq.
Head of Regulatory and Compliance
CleanChoice Energy
Mobile: 419-348-2424
Jennifer.Spinosi@cleanchoiceenergy.com



**A new name.
The same commitment
to 100% clean energy.**

<<FirstName>> <<LastName>>
<<MailingAddress 1>>
<<MailingAddress 2>>
<<MailingCity>>, <<MailingState>> <<MailingZip>>

Dear <<FirstName>>,

<<Brand>> is changing our name to CleanChoice Energy on October 30, 2016. A clean choice in energy: it's what we provide. It's a reflection of our core beliefs. And it's our new name – CleanChoice Energy.

Our new name will help us better communicate what we do and who we are: a renewable energy company offering a range of 100% clean alternatives. And as we continue to evolve and add more products, the name CleanChoice Energy will better support our mission to make clean energy choices available to everyone.

Rest assured, absolutely nothing will change as far as the service you receive.

As always, we will continue to:

- Supply 100% clean energy without any reliance on fossil or nuclear fuels
- Maintain strong standards in the renewable energy industry
- Purchase power from newer facilities to support growth and change
- Source energy as close to your home as possible

Meeting your needs remains our highest priority, and with your continued support, we can transform the energy industry and help millions of people live healthier lives with cleaner air.

If you have any questions about this change, please give one of our clean energy representatives a call at 800-885-2273 or visit us at www.CleanChoiceEnergy.com.

Sincerely,

A handwritten signature in black ink that reads "Tom Matzzie".

Tom Matzzie
Founder & CEO, CleanChoice Energy

PS. Keep the attached magnet handy and feel free to call us any time.

– FPO –
magnet goes here



Frequently Asked Questions

Will there be any changes to how my clean power, my bill or my service works?

No. The only change is that our new name will be listed beside your supply charges in your monthly utility bill. Your clean power will continue to flow, and you will continue to be billed through your monthly utility bill. Not even your plan will change. If you have any questions, please give one of our clean energy specialists a call at 1-800-885-2273.

Why are you changing your name to CleanChoice Energy?

Our new name will help us better communicate what we do and who we are: a renewable energy company offering a range of 100% clean alternatives. And as we continue to evolve and add more products, the name CleanChoice Energy will better support our mission to make clean energy choices available to everyone.

Who is CleanChoice Energy?

CleanChoice Energy is simply our new name. We continue to be an independent supplier of 100% clean and renewable energy for homes and businesses. We continue to believe in the vision of powering America with clean and renewable electricity so we can all live cleaner, healthier lives.

What is CleanChoice Energy's mission?

Our mission is still to switch as many American homes and businesses to clean, renewable energy as possible. That's because we want a world free of catastrophic climate change with pure, clean air.

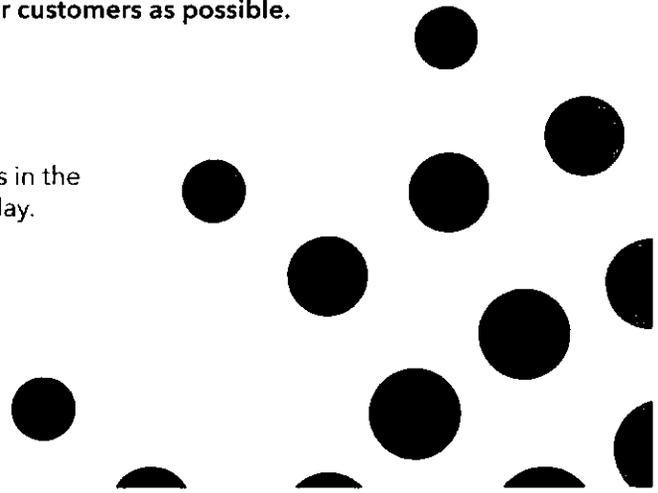
What sort of company is CleanChoice Energy?

We are still a Certified B Corporation, a designation by the nonprofit B Lab which certifies that we meet high standards for having a positive impact on the world and benefiting society. Unlike traditional corporations, Certified B Corporations are required to consider the impact of their decisions on their employees, suppliers, community, consumers, and environment.

- We sell only 100% clean energy from renewable sources like wind and solar.
- We don't have any blended products, and we don't contribute to any fossil fuel or nuclear energy production.
- We strive to source our energy from farms as close to our customers as possible.
- We source our energy in the regions we serve.

Where does our clean energy come from?

We're currently sourcing energy from 50+ wind and solar farms in the regions we serve, and we're working to expand on that every day.



Is there a dedicated line from the solar or wind farm to my home?

No, and because of the way electricity works, no one needs one. When a solar farm, a power plant or a wind farm produces electricity, it is added to our national "grid" where it flows in a big mixture through power lines to your home or business.

To keep track of the electricity generated by renewable sources like solar and wind, Renewable Energy Certificates, commonly called "RECs" are used. Each REC represents a specific amount of renewable energy produced and delivered to the grid. When a solar or wind farm produces electricity, they also issue corresponding renewable energy certificates (RECs). When you buy clean energy from CleanChoice Energy, you are buying both electricity and renewable energy certificates - which track and guarantee that each kilowatt hour you use is matched to energy production from 100% renewable sources. This provides you with the same environmental benefits as if a wind or solar farm was directly plugged into the side of your home.

The REC system can be likened to a bank account. You put your money in the bank where it mixes with the money of everyone else. But the bank tracks your dollars or in this case, your renewable energy certificates, so that you always know your own total. RECs are the currency of the renewable energy sector and allow us all to participate in buying clean energy even if we don't own our own solar panels or wind farm.

Do you provide regular reports on the environmental impact I am having by choosing clean energy?

Yes! Sign up to receive free, monthly reports on your electricity usage and environmental impact at www.CleanChoiceEnergy.com/reports. Use this priority code: <<prioritycode>>.

Thank you for continuing to be a customer and for choosing 100% clean energy with us.

If you have any questions about our name change or anything in this letter, please give us a call at 1-800-885-2273.



Our business and our community have grown significantly in the last year.

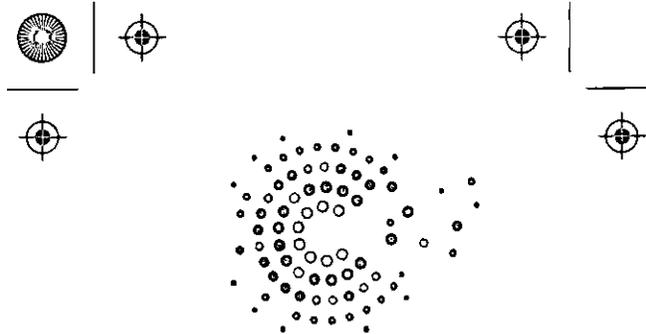
Along with our rebranding to CleanChoice Energy, we're updating our Privacy Policy to cover the services, product offerings, and expanded community with whom we work. These changes will be effective for all existing customers on Sunday, October 30, 2016. The old and new versions of the Privacy Policy can be found on our website through October 30.

A summary of these changes is as follows:

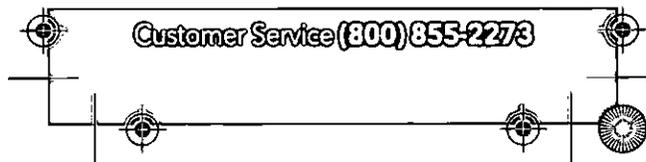
- The policy will reflect our new name, CleanChoice Energy.
- The policy allows us to receive and share information with utility service providers in service to our customers.
- The policy expands and clarifies how we share information with third party consultants, affiliates, and business partners.
- The policy clarifies how we collect and track information through our website and services.

Please review our new Privacy Policy at www.CleanChoiceEnergy.com/YourPrivacy to learn more. By continuing to use our energy service on or after Sunday, October 30, 2016, you agree to our updated policy.

Thank you for being a member of our clean energy community.



CleanChoice
ENERGY



Customer Service (800) 855-2273



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UNITED STATES POSTAGE
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Secretary Chianetta
Pa PUC
400 North St.
Harrisburg, PA 17120

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