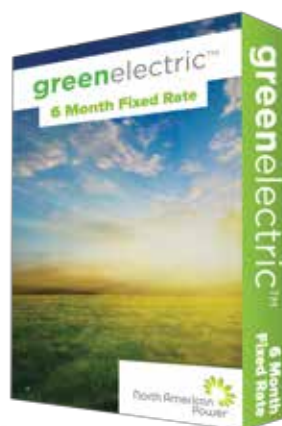
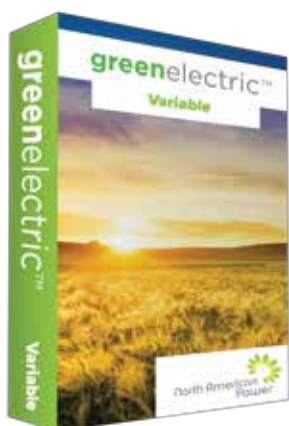


The power of choice is HERE!

Everybody likes choice. That's why, in almost every market we serve, your customers now have a choice between our standard Variable Rates and new Fixed Rates. So whether your customers prefer the flexibility and best potential savings of Variable Rates or the secure price protection of guaranteed Fixed Rates, you got 'em covered!

Your job just got a lot easier.



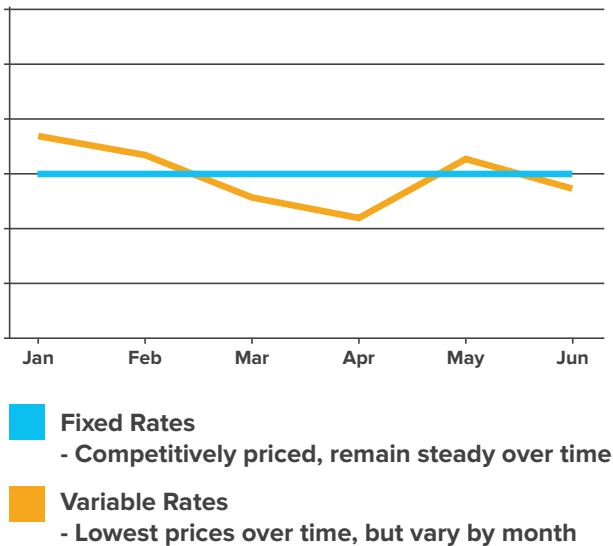
Variable Rate Advantages

- **Rate varies:** Best potential for savings seasonally or over time
- **Appeals to:** Customers who don't mind rate fluctuations
- **Contract?** No. There is no commitment – cancel or change to another plan whenever you like
- **Donations:** Our Mission to Millions program donates \$1 per qualified customer per month to the customer's charity partner of choice
- **Green:** Plan options: 25% **greenelectric** helps reduce carbon emissions and greenhouse gasses for cleaner air, 100% **greenelectric** helps even more

Fixed Rate Advantages

- **Rate is set:** For 6 or more months ensuring security and peace of mind
- **Appeals to:** Customers who like stability and dependability
- **Contract?** Yes. May be renewed for new competitive rate at the end of the term, or switch back to Variable Rate.
- **Donations:** Our Mission to Millions program donates \$1 per qualified customer per month to the customer's charity partner of choice
- **Green:** Plan option: 25% **greenelectric** helps reduce carbon emissions and greenhouse gasses for cleaner air

Fixed Rates Vs. Variable Rates



How does an existing customer switch to Fixed Rates?

Great news: Your existing customers can switch to a Fixed-Rate plan online by following these quick steps:

1. Go to NAPOWER.COM and click LOGIN, select the local utility from the pull-down menu, enter account number (near the top of your utility bill), and hit ENTER
2. A confirmation screen will pop up: enter street address - no need to enter city, state, or zip
3. Select the option to change available service plan

What should I do next?

As VP of Sales & Training, John Costino, reminds us: Training = Confidence = Success. Our new Fixed-Rate plans are an outstanding tool for you to build your business, so in order to use it properly be sure to practice, train, and retrain. Please see Videos, Calls, and Event information in the Back Office to start training for confidence! When you feel ready to effectively promote Fixed Rates here is your next step:

- **For your customers who switched to another company:** Call to let them know new Fixed Rates plans are now available, remind them of the reason why you are pursuing the opportunity, and ask if you can get together to discuss this new safe, stable, and predictable product.
- **For new potential customers:** In addition to letting your customer know about our many other advantages, share that we have two terrific options. They may choose flexible Variable Rates, or dependable Fixed Rates.
- **For Current Customers:** You can fill in your existing customers on this exciting new development, and let them know they are invited to change their plan by logging in and following the instructions above.

Fixed-Rate Markets

Connecticut

UI and CL&P

Illinois

Comed

Maryland

BGE and PEPCO

New Hampshire

PSNH

New Jersey

JCP&L, PSEG, Rockland Electric, and ACE

Ohio

Dayton Power & Light, and Duke Energy

Pennsylvania

Duquesne Light, Met-Ed, PECO, Penelec, Penn Power, PPL,
and West Penn Power

Other Markets

New York

We are currently working on a special program for New York, and plan to have an option available later this year.

You've got questions, we've got answers.

What is the cancellation fee for Fixed-Rate contracts?

Cancellation fees for many companies are often hundreds of dollars. North American Power's cancellation fee is a very low \$10 per month for each month remaining on the contract. For example, if the customer leaves in the fifth month of a 6-month contract they would owe \$10.

What if my customer moves?

Customers who move will not be charged a cancellation fee.

Is there a 100% greenelectric™ or cleangas Fixed-Rate product?

For the moment, Fixed-Rate products are only available for our 25%greenelectric product. They are available in every market we serve other than NY state, where we hope to offer a similar product in the near future.

Why is New York an exception?

Because New York has a unique system of daily pricing updates. We are working diligently on a New York program, and plan to have an option available later this year.

Do you get paid the same amount for Fixed-Rate customers?

Yes, the compensation plan is exactly the same for Fixed-Rate customers.

Are Fixed or Variable Rates better?

Both products are great. Fixed Rates are better for customers looking for price protection while Variable Rates are better for customers looking for flexibility and maximum savings over time.

What happens after the Fixed-Rate term is over?

After a customer's Fixed-Rate term is over they can either choose to re-enroll in a Fixed-Rate plan at the new competitive rate or switch to a month-to-month Variable Rate plan.