

2.10.1. Print Ads

Watch for your
orange
enrollment kit
in your mailbox



It's time to make your electricity **supply** choice for the next two years!

It's important for you to select how you want to purchase your electricity **supply** for all of 2005 and 2006. You can choose a **fixed** or **variable supply** price. You can also choose to purchase your supply from NYSEG or an energy services company (an ESCO, also known as a supplier).

The enrollment period is from now through **7 p.m. on December 30.**

Your orange enrollment kit provides all the information you need to make the choice that's right for you.

Can't wait for the kit? Visit us at www.nyseg.com to review the kit or call us toll-free at 1.866.NYSEG.03 (1.866.697.3403).

NYSEG
Reliable. Essential.

www.nyseg.com

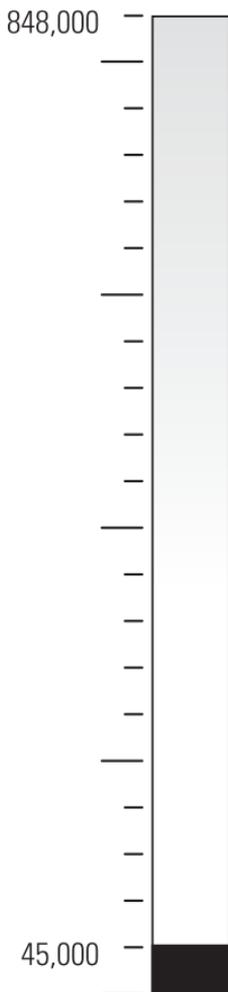
MORE THAN **45,000** NYSEG
CUSTOMERS HAVE VOICED
THEIR CHOICE FOR THEIR
ELECTRICITY SUPPLY.

HAVE YOU?

*Don't let the choice be
made for you.*

Call 1.866.NYSEG.03 (1.866.697.3403),
visit nyseg.com or contact an energy
services company to enroll your account
before December 30, 2004.

NYSEG
voice
your choice



An Energy East Company

04-1222

MORE THAN **50,000** NYSEG
CUSTOMERS HAVE VOICED
THEIR CHOICE FOR THEIR
ELECTRICITY SUPPLY.

HAVE YOU?

*Don't let the choice be
made for you.*

Call 1.866.NYSEG.03 (1.866.697.3403),
visit nyseg.com or contact an energy
services company to enroll your account
before December 30, 2004.

NYSEG
voice
your choice



An Energy East Company

04-1259

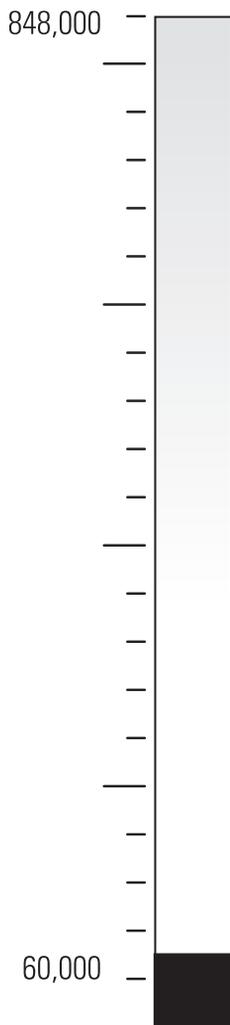
MORE THAN **60,000** NYSEG
CUSTOMERS HAVE VOICED
THEIR CHOICE FOR THEIR
ELECTRICITY SUPPLY.

HAVE YOU?

*Don't let the choice be
made for you.*

Call 1.866.NYSEG.03 (1.866.697.3403),
visit nyseg.com or contact an energy
services company to enroll your account
before December 30, 2004.

NYSEG
voice
your choice



You have **voiced** *your choice!*

From October through December, our customers had the opportunity to make an electricity supply choice through the ***Voice Your Choice*** program. The response was overwhelming.

- ▶ More than **255,000** NYSEG customers made an electricity supply choice through the ***Voice Your Choice*** program. (That's a 70% increase in participation from the 2002 ***Voice Your Choice*** enrollment period!)
- ▶ Nearly **8 out of 10** customers chose the certainty and stability of NYSEG's Fixed Price Choice.
- ▶ **More than 20,000** additional customers chose to receive their electricity supply from an energy services company (ESCO), that's a 38% increase.

NYSEG
Reliable. Essential.

Customer choice is required by Public Service Commission policy in order to further competition.

www.nyseg.com

thank you

2.10.2. Radio Scripts

C O P Y



Project: "Choice" Radio Copy

Client: NYSEG

Job no: NYS-1489

Date: April 26, 2005

Proofed: dcs Date: 00-00-00

Approved: Draft #1 Date: 09-16-04

95 Brown Road

Box 1032

Ithaca, NY 14850

607-257-7000

fax 607-257-2389

Person A: *"What a pile of junk mail! I've got to throw this stuff away.
...Win ten million dollars (PAUSE) Yeah, sure...
...Credit card offer...
...Credit card offer...
...Credit card offer...
...and (PAUSE) what's this orange thing?"*

VOICE: *"Stop! Don't throw away that big, orange mailer!"*

Person A: *"Excuse me?"*

VOICE: *"It's your NYSEG enrollment kit – it has everything you need to make a choice about your electricity supply."*

Person A: *"But I thought **NYSEG** was my electric company."*

VOICE: *"NYSEG is your electric **delivery** company. But on January first, your new electric **supply** choice will take effect. Your orange NYSEG enrollment kit has all the details you need. So don't wait – you only have until **7pm** on December **30** to make your electricity **supply** choice."*

Person A: *"Wow, I'd better read that orange enrollment kit right away. Hey, where were you when I threw away that winning lottery ticket?"*

VOICE: (TONGUE IN CHEEK) *"Well, some things just aren't as important as your orange NYSEG enrollment kit."*

Announcer: *"Watch your mail for your orange NYSEG enrollment kit, and visit www.nyseg.com to learn more or to enroll. Voice **your** choice' for your electricity supply! "*

C O P Y



Project: VYC – 2004 will soon be over.
Client: NYSEG
Job no: NYS-1553
Date: April 26, 2005
Proofed: initials **Date:**
Approved: Draft # **Date:**

95 Brown Road

Box 1032

Ithaca, NY 14850

607-257-7000

fax 607-257-2389

Draft 4.0 Final
N O V E M B E R N Y S E G P M R A D I O
V O I C E Y O U R C H O I C E

Commercial message: 60 seconds

Trish Nilsen: NYSEG's *Voice Your Choice* enrollment period will soon be over! You need to make your choice about your electricity supply before 7 p.m. on December 30th. You can choose to purchase your electricity supply from NYSEG or from an energy services company and you can select a *fixed* or *variable* price.

In October, NYSEG mailed you an orange enrollment kit with all the information you need to make your choice. Can't find your kit? Visit nyseg.com or call **1.866.NYSEG.03** to learn more! Your two-year selection takes effect January 1, 2005.

Voice Your Choice today by enrolling at nyseg.com, call **1.866.NYSEG.03** or contact an energy services company—with any choice you make, rest assured that NYSEG will continue to safely and reliably deliver your electricity.

Male Annc: NYSEG Reliable. Essential.

C O P Y



Project: Time is Running Out – VYC 2004
Client: NYSEG]
Job no: NYS-1584
Date: April 26, 2005
Proofed: Date:
Approved: Date:

95 Brown Road

Box 1032

Ithaca, NY 14850

607-257-7000

fax 607-257-2389

**Radio Spot (60 seconds): NYSEG Voice Your Choice (December)
 November 18, 2004**

Time is running out to *Voice Your Choice* for your electricity supply. Hi. I'm Trish Nilsen from NYSEG. The *Voice Your Choice* program enables you to choose your electricity supplier – either NYSEG or an energy services company – and whether you want to pay a fixed or variable price for your electricity supply for the next two years. Remember, no matter which electricity supply option you choose, NYSEG will continue to safely and reliably deliver your electricity. ~~Don't let your electricity supply choice be made for you.~~ *Voice Your Choice* today by returning the enrollment card from your orange enrollment kit, visiting nyseg.com or calling 1.866.NYSEG.03. That's 1.866.697.3403. The deadline for voicing your choice for your electricity supply is December 30 at 7 p.m. Why wait? *Voice Your Choice* today!

Narrator: NYSEG. Reliable. Essential.

2.10.3. Outdoor Poster Boards

voice
your choice

www.NYSEG.com



An Energy East Company

FOR YOUR ELECTRICITY SUPPLY