

voice
your choice

www.NYSEG.com



An Energy East Company

FOR YOUR ELECTRICITY SUPPLY

2.11. Market Expo Invitation



Market Expo



Shopping for electricity supply has never been easier!

Attend NYSEG's **Market Expo** to receive electricity supply offers for your business from energy services companies participating in NYSEG's **Voice Your Choice** program. **It's free!**

- ▶ Talk to several independent energy services companies (ESCOs) participating in **NYSEG's Voice Your Choice** program.
- ▶ Learn about their electricity supply offers for your business.
- ▶ Compare offers from different ESCOs in one day, all at one location. This no-risk forum allows you to shop with no obligation.



Meeting locations:

October 22, 2004 Location to be determined, Canandaigua, NY XXX.XXX.XXXX

October 29, 2004 Location to be determined, Binghamton, NY XXX.XXX.XXXX

Date, 2004 Location to be determined, NY XXX.XXX.XXXX

Registration from 8 – 9 a.m.

The program begins promptly at 9 a.m. and will last about four hours.

With your permission, NYSEG will provide your name, account information and electricity usage history to participating approved ESCOs.* This information will help the ESCOs design electricity supply offers just for your business.

Even if you choose not to participate with your account information, please feel free to attend the Market Expo nearest you.

* All NYSEG approved ESCOs sign a confidentiality agreement with NYSEG limiting the use of your information for Market Expo purposes only.

To register...

Mail your reply:

Please tear along perforation above and fold the card in half with the Business Reply Mail panel on the outside. Tape it closed and drop it in the mail. No postage necessary.

Or, fax your reply:

To 1.607.762.8407

For more information:

Call us at 1.800.35.NYSEG (356.9734).

Return your responses by August 30 so ESCOs can prepare offers for your business.

Cards received after September 10, 2004 will be honored.

Business Name: _____

Contact Name: _____

Title: _____

Telephone #: _____

NYSEG Account Number*: _____ - _____ - _____ - _____

* Please complete if you want ESCOs to provide you with supply offers for your business. If you have multiple accounts, please fax your reply with the accounts listed on a separate page.

Indicate which Market Expo you plan to attend. Return this card to NYSEG by August 30, 2004.

October 22, 2004 Location to be determined, Canandaigua, NY XXX.XXX.XXXX

October 29, 2004 Location to be determined, Binghamton, NY XXX.XXX.XXXX

Date, 2004 Location to be determined, NY XXX.XXX.XXXX

____ Person(s) will be attending

I authorize NYSEG to provide my historical electric usage to approved participating ESCOs exclusively for the Market Expos.

SIGNATURE

DATE



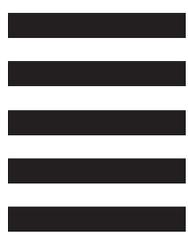
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NECESSARY
IF MAILED
IN THE
UNITED STATES

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POSTAGE WILL BE PAID BY ADDRESSEE

NYSEG
Supplier Services Department
P.O. Box 5224
Binghamton, NY 13902-7994



Your time is valuable,
so we've designed
Market Expo so you
can learn what you may
save on your electric bill
quickly and conveniently.

voice
your choice

Look inside for details.



P.O. Box 5224
Binghamton, New York 13902-5224

First Class
U.S. Postage
Paid
Ithaca, N.Y.
Permit # 143

you are
invited
to attend...

2.12. Market Match

NYSEG makes shopping for electricity supply **easier with Market Match.**

Have you wanted to investigate alternative choices for electricity supply and haven't had the time?

NYSEG's Market Match can make shopping easy. With your permission, we will provide your name, account information and electric usage history to approved energy services companies (ESCOs, also known as energy suppliers). Interested ESCOs will contact you with offers giving you an opportunity to save on your electricity supply costs.

Eligibility: Customers whose NYSEG-eligible load reaches at least 250 kw billing demand once in a 12-month period are eligible.

How Market Match Works:

1. By completing the attached form, you authorize NYSEG to release your company name and contact information as detailed on the attached form as well as your email address, service class, New York Independent System Operator (NYISO) zone, and historical energy consumption to approved suppliers.
2. NYSEG will post your account information on a secured area of NYSEG's Web site only accessible by approved ESCOs.
3. Interested ESCOs* will contact you.
4. You will work directly with the ESCO of your choice to finalize the offer. If you agree, the ESCO will handle your enrollment in NYSEG's choice program – it's that simple.
5. If you do not wish to participate, check the appropriate box on the form, sign and return it to NYSEG. If you choose not to participate, please let us know why.

**All NYSEG approved ESCOs will be given the opportunity to participate in Market Match. Those interested ESCOs will be required to sign a confidentiality agreement with NYSEG limiting the use of your information for Market Match purposes only and not to be released to any other parties.*

Benefits:

Save Time

- You don't have to gather the information regarding your energy bills and usage – it's all done for you.
- ESCOs will have access to your account information and will be prepared with an offer before they contact you.
- ESCOs will come to you – you don't need to find them.

Potential Savings

- Receiving offers from more than one ESCO will allow you to comparison shop.
- Your associated electric accounts can be included to increase your potential for electricity savings.

No Risk

- At any time, you may request to withdraw your name and account information from NYSEG's secure Web site. To stop participation in Market Match, contact your local NYSEG representative.
- You are under no obligation to accept any offers from participating ESCOs.
- Whether you choose NYSEG or another ESCO, NYSEG will continue to provide reliable electricity delivery and outstanding customer service.

Questions? Contact your local NYSEG representative.

