

What Is *Voice Your Choice*?

- **Unbundling**
 - Separates the charge for Electricity Supply from the charge for Delivery to implement NYS policy on competition.
- **Supply**
 - The price you pay RG&E or an Energy Services Company (ESCO) for the electricity you use.
- **Delivery**
 - RG&E will continue to deliver electricity with base delivery rates fixed through 2008.
- **Pricing**
 - Beginning October 1, customers may select a supply pricing option during the VYC Open Enrollment Period.



You choose. We deliver. You choose. We deliver. You choose. We deliver.

What Are My Choices?

- ▶ You can choose your supplier - RG&E or an ESCO.
- ▶ You can choose your pricing option.
 - ▶ Between October 1 and December 30, the VYC Open Enrollment Period, customers can choose an **Electricity Supply Pricing Option**.
- ▶ The choice will be made for you by default if you do not choose.



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What Can I Expect?

- **Beginning October 1, 2004:**
An RG&E customer enrollment kit or an ESCO customer postcard will be mailed to you from RG&E.
- **Ending at 8:30 PM on December 30, 2004:**
The VYC Open Enrollment Period ends.
- **January 1, 2005:**
Your Electricity Supply Pricing Option takes effect.
- **January 1 - December 31, 2005:**
The Electricity Supply Price Period



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What Will I Receive?

- ▶ Four enrollment kits will be mailed to RG&E customers in October.
 - Residential (Spanish version available)
 - Residential - Time of Use
 - Small Nonresidential
 - Large Nonresidential
- ▶ ESCO customers will receive a postcard.
- ▶ **Be on the Lookout for Your BLUE Kit!**



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What Are My Options?

▶ Electricity Supply Pricing Options

- Fixed Price Option offered by RG&E
- Variable Price Option offered by RG&E (Default)
- ESCO Option with Supply Adjustment
- ESCO Price Option

▶ Customers will choose *annually* during the VYC Open Enrollment Period (October 1 - December 30)



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How Do I Choose?

- ▶ Return the postage-paid card included in the enrollment kit.
- ▶ Enroll online at www.rge.com.
- ▶ Call RG&E at 1.800.RGE.VYCNOW (1.800.743.8926).
- ▶ Have your ESCO enroll your account with RG&E.

All customers receive enrollment confirmation by mail !



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What If I Don't Choose?

- ▶ **RG&E customers** - If you *do not choose* an Electricity Supply Pricing Option by December 30, 2004, you will be assigned the Variable Price Option.
- ▶ **ESCO customers** - If you are not enrolled by your ESCO in an Electricity Supply Pricing Option, you will be assigned to the ESCO Price Option.
- ▶ **New customers** - You have 30 days to choose an Electricity Supply Pricing Option; if no selection is made, you will be placed on the Variable Price Option.



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What If I Change My Mind?

- ▶ At any time during the year:
 - You may switch to an ESCO or switch to/from RG&E
 - You can switch from the RG&E Fixed Price Option to the ESCO Option with Supply Adjustment and vice versa.
 - You can switch from the Variable Price Option to the ESCO Price Option and vice versa.
- New customers and ESCO customers who return to RG&E will be notified of their Electricity Supply Pricing Options.



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Where Can I Get Information?

- Bill Inserts, Bill Messages, Direct Mail
 - Enrollment kits
 - Reminder letters
 - Confirmation letters
- Public Presentations
- Print, Radio & Television Advertising
- 1.800.RGE.VYCNOW (1.800.743.8926)
- www.rge.com



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Questions?



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