



**voice**  
*your choice*

▶ **Choose by December 30, 2004**

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

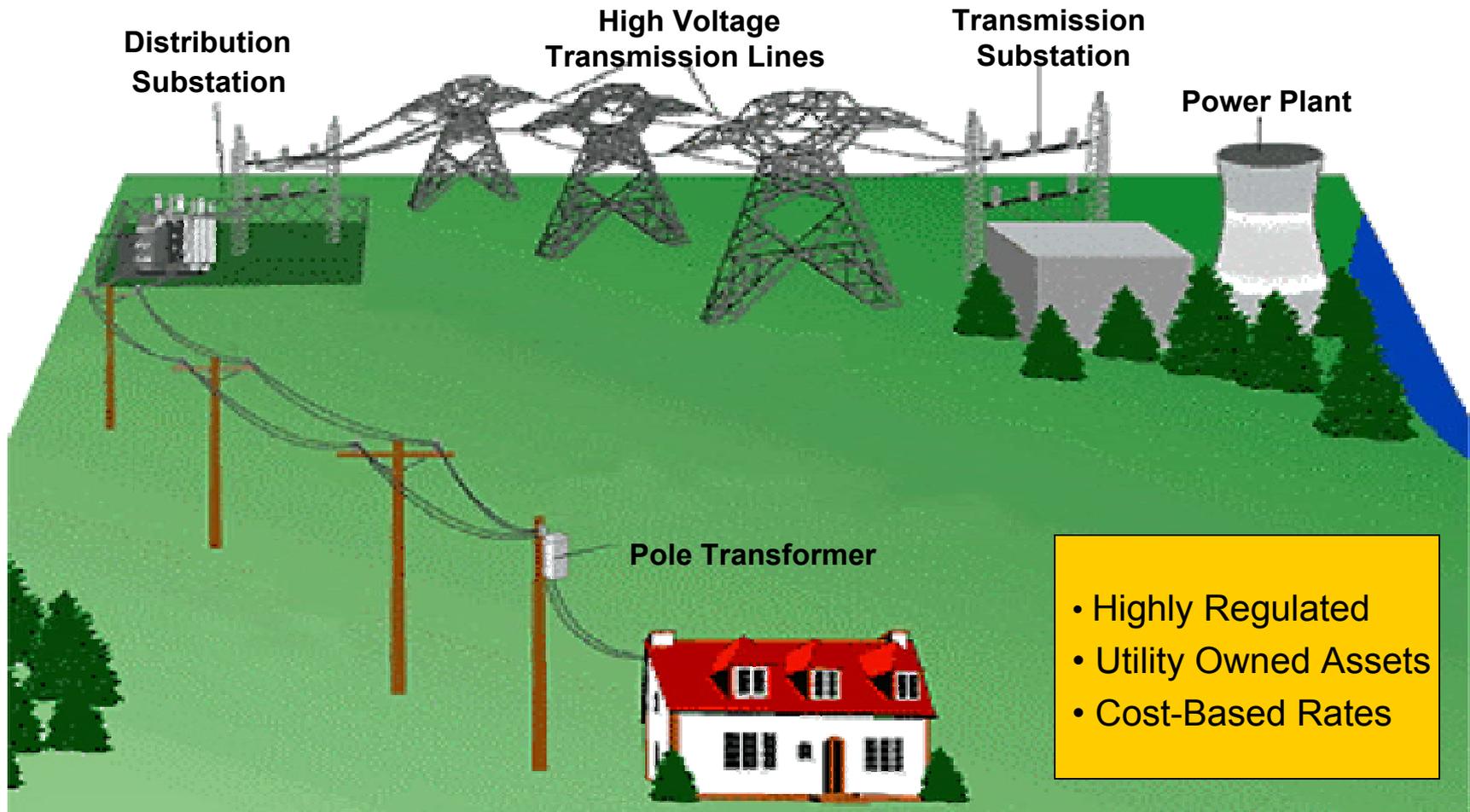
# We Are Delivering for Rochester.

- RG&E's Five Year Rate Settlement
  - Ginna Sale, Funding for RTP
  - Fixed Delivery Rates through 2008
  - Unbundling, ***Voice Your Choice***
- The Restructured Energy Business
  - Implementation of Public Service Commission policy on competition

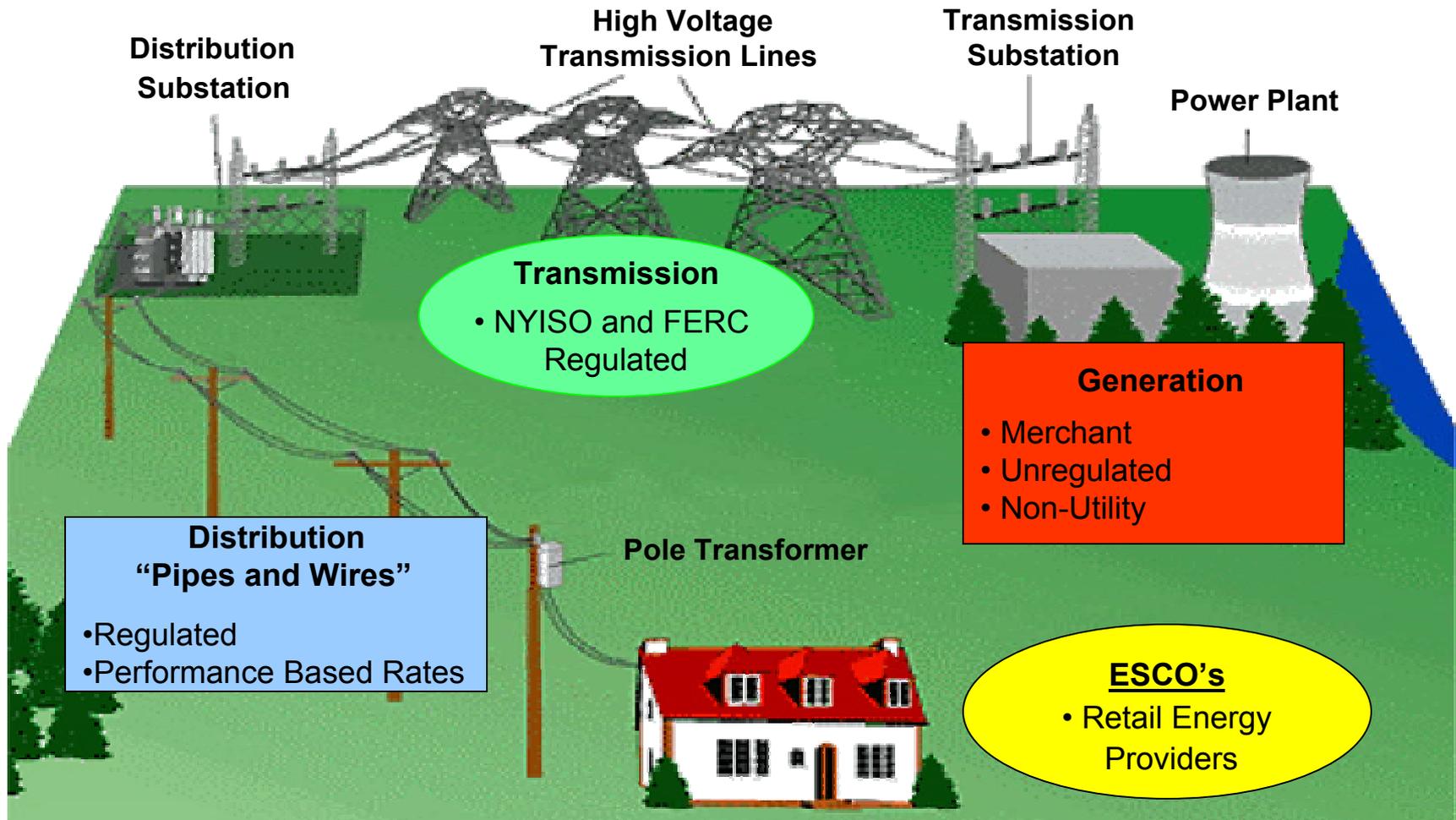


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# Then - Vertically Integrated Industry



# Now - Diversified Ownership



# 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, 2004, and in each of the next four years, customers may select a supply pricing option during the VYC Open Enrollment Period.



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# 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**.
- ▶ A pricing option 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 was 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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