



voice

your choice

▶ FOR YOUR ELECTRICITY SUPPLY

With RG&E's *Voice Your Choice* program, you can choose your electricity supplier and decide whether you want to pay a *fixed* or *variable* price for your electricity supply.

This *Voice Your Choice* Enrollment Kit explains your Electricity Supply Pricing Options and how to *Voice Your Choice*.

Customer choice is required by New York State Public Service Commission policy in order to further competition. Under the *Voice Your Choice* program, which is part of a new RG&E rate plan approved by the PSC in May, RG&E customers are being asked to select an Electricity Supply Pricing Option for all of 2005.

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

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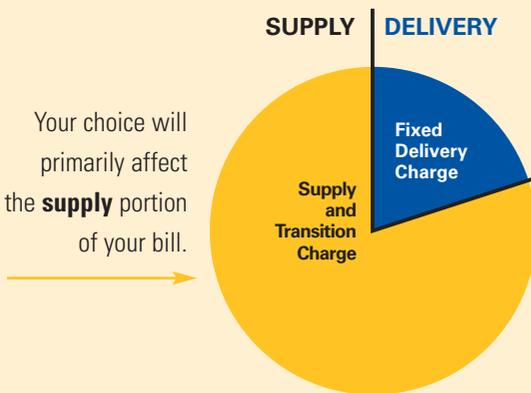
You Can Choose Your Electricity Supplier

Your total electricity price is made up of supply and delivery charges.

The **supply charge** is what you pay to either RG&E or an energy services company (ESCO) for the electricity purchased on your behalf. Your **Voice Your Choice** selection will primarily affect the **supply** portion of your bill. You may want to contact ESCOs and compare their prices and services. A list of ESCOs is included in this kit.

Each Electricity Supply Pricing Option has an associated **transition charge**. The **transition charge** is built into your current electricity bill and is paid whether you receive electricity **supply** from RG&E or an ESCO. The majority of the **transition charge** represents the difference between the market price of electricity and the price of RG&E's mandated, long-term electric contracts. This charge will appear on a separate line in your bill beginning January 1, 2005.

To receive your historical electricity usage, visit www.rge.com or call 1.800.RGE.VYCNOW (1.800.743.8926).



voice *your choice*

▶ **Choose by December 30, 2004**

Changes in Electricity Supply Pricing

Beginning October 1, 2004 you can choose to buy your electricity **supply** from RG&E or an energy services company (ESCO). Similar to the decision to finance a home, you have the option of choosing a variable or fixed rate for the electricity **supply** portion of your bill.

The variable supply price will fluctuate with the market price of electricity, while the fixed price will remain the same throughout 2005.

If you do not choose an Electricity Supply Pricing Option by 8:30 p.m. on December 30, 2004, you will be automatically enrolled in the Variable Price Option.

Note that the selected Electricity Supply Pricing Option will apply to ALL premises/addressees under a single Summary Billing Account.

(tear here)

*Use this card to select your RG&E Electricity Supply Pricing Option by December 30, 2004!**

▶ **Here is my electricity supply pricing choice, effective January 1, 2005 through December 31, 2005:**

Fixed Price Option **Variable Price Option**

Name _____

Address _____

City _____ State _____ ZIP _____

RG&E Account Number _____

Phone Number _____

*If you choose to receive your electricity supply from an ESCO, do not return this card.

Large Non-Residential
Enrollment Card

voice *your choice*

▶ **FOR YOUR ELECTRICITY SUPPLY**

>>RG&E'S VOICE YOUR CHOICE PROGRAM

*Act Now: Be sure
your enrollment
is received by
December 30, 2004.*

With RG&E's **Voice Your Choice** program, you can choose your electricity supplier and decide whether you want to pay a fixed or variable price for your electricity **supply**. You can enroll in an Electricity Supply Pricing Option beginning at 8 a.m. on October 1, 2004. **If you do not choose an Electricity Supply Pricing Option by 8:30 p.m. on December 30, 2004, you will be automatically enrolled in the Variable Price Option.** The choice you make will take effect on January 1, 2005 and continue through December 31, 2005.

RG&E Voice Your Choice Program



No Postage
Necessary
If Mailed
In The
United States

BUSINESS REPLY MAIL

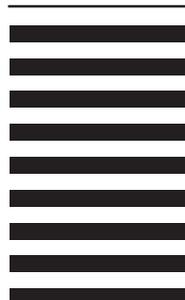
FIRST CLASS MAIL

PERMIT NO. 322

ROCHESTER, NY

POSTAGE WILL BE PAID BY ADDRESSEE

RG&E
Attention: Customer Relations Center
89 East Avenue STE 300
Rochester, NY 14604-9961



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

>> **RG&E IS YOUR ENERGY DELIVERY COMPANY.**

The **delivery charge** is what you pay to RG&E to transport electricity over our power lines to your business. The **delivery charge** is a fixed price per kilowatt-hour (kwh) – it will not change – and is the same for each Electricity Supply Pricing Option.

RG&E will continue to safely and reliably deliver your electricity. If your power is interrupted or if you have questions regarding your **delivery** service, RG&E will be there for you.



You choose. We deliver.
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Remember, with any Electricity Supply Pricing Option you select, your total electricity bill will change month to month depending upon your electricity usage.

Electricity Supply Pricing Options

Each option consists of a **supply charge** and a **transition charge**. These charges are either *fixed* – the same amount each month – or *variable* – changing on a monthly basis.

>> FIXED PRICE OPTION | This option from RG&E consists of a *fixed* **supply charge** and a *fixed* **transition charge**. The fixed **supply charge** includes the cost of electricity plus the costs of procuring electricity and managing the risk of providing a fixed price over the one-year period.

>> VARIABLE PRICE OPTION | This option from RG&E consists of a *variable* **supply charge** and a *variable* **transition charge**. The variable **supply charge** reflects the changing market cost of electricity in each month of the year.

>> ESCO OPTION WITH SUPPLY ADJUSTMENT

This option consists of an ESCO **supply charge**, a *fixed* **transition charge**, and a credit on your RG&E charges because you purchase your **supply** from an ESCO. The amount of the credit is based on the market price of electricity in each month of the one-year period.

>> ESCO PRICE OPTION

This option consists of an ESCO **supply charge** and a *variable* RG&E **transition charge**.

Electricity Price Components

Today, your RG&E bill has **delivery, supply** and **transition charges** “bundled” into one price. However, beginning January 1, 2005, when your new Electricity Supply Pricing Option will take effect, these charges will appear as individual items (“unbundled”) on your bill.

Be sure to compare all your charges (**delivery, supply** and **transition charges** as well as any **supply** adjustment, if applicable) to determine your total electricity cost. Prices are rounded to the nearest one-tenth of a cent and do not include applicable state and local gross income taxes.

► Visit www.rge.com or call for a convenient worksheet for comparing Electricity Supply Pricing Options.

Voltage	Applicable to All Electricity Supply Pricing Options			Applicable to Fixed Price Option* and ESCO Option with Supply Adjustment**		Applicable to Variable and ESCO Price Options	
	Customer Charge	Fixed Delivery Charge/kw	Transition Charge/kw	Fixed Transition Charge Cents/kwh	Fixed Supply Charge Cents/kwh	Variable Transition Charge*** Cents/kwh	Variable Supply Charge*** /kwh
► Secondary	\$500.00	\$7.93	\$2.32	-0.2	8.0 Peak 5.8 Off-Peak	Variable	Variable
► Primary	\$450.00	\$7.30	\$2.33	-0.2	8.0 Peak 5.4 Off-Peak	Variable	Variable
► Sub-transmission Secondary	\$800.00	\$4.68	\$3.94	-0.7	7.9 Peak 5.3 Off-Peak	Variable	Variable
► Sub-transmission Commercial	\$700.00	\$3.39	\$4.55	-0.6	8.1 Peak 5.6 Off-Peak	Variable	Variable
► Sub-transmission Industrial	\$700.00	\$3.31	\$4.67	-0.6	7.8 Peak 5.4 Off-Peak	Variable	Variable
► Transmission	\$950.00	\$3.38	\$3.04	-0.7	7.7 Peak 4.3 Off-Peak	Variable	Variable

Note: Other applicable charges and taxes will appear on your bill.
 * The RG&E Fixed Price Option shown above takes effect on January 1, 2005 and will not change through December 31, 2005.
 ** The ESCO Option with Supply Adjustment will receive a 0.5 cent per kwh retail access credit and a supply adjustment which will vary daily. Daily values for the supply adjustment are available at www.rge.com or by calling 1.800.RGE.VYCNOW (1.800.743.8926).
 *** These charges will vary. Daily values are available at www.rge.com or by calling 1.800.RGE.VYCNOW (1.800.743.8926).



If You Do Not Choose...

an Electricity Supply Pricing Option by 8:30 p.m. on **December 30, 2004**, you will be automatically enrolled in the **Variable Price Option**.

For the most up-to-date list of ESCOs and more information, go to www.rge.com.

>> ESCO LIST

Contact ESCOs to learn more about their specific pricing options and services.

► **Advantage Energy, Inc.** a subsidiary of WPS Energy Services, Inc. | 3556 Lake Shore Road, Suite 120, Buffalo, NY 14219
 Phone: 888.649.4464; Fax: 716.826.9725
www.advantageenergyusa.com

► **Agway Energy Services, LLC.**
 P. O. Box 4819, Syracuse, NY 13221
 Phone: 888.982.4929
www.agwayenergy.com

► **Amerada Hess**
 1 Hess Plaza, Woodbridge, NJ 07095
 Attn: Anne Marie Loffredo
 Phone: 713.750.6713; Fax: 201.356.4973
 E-mail: aloffredo@hess.com

► **ConEdison Solutions** c/o New York Energy
 100 Elwood Davis Road, North Syracuse, 13212
 Phone: 315.701.1549 ext. 103
 Attn: Phil Van Horne
www.ConEdSolutions.com

► **Constellation NewEnergy Inc.**
 810 7th Avenue, Suite 400, New York, NY 10019
 Phone: 866.237.7693
www.newenergy.com

► **ECONenergy Energy Company**
 P.O. Box 1020, Spring Valley, NY 10977
 Phone: 800.805.8586
www.econenergy.com

► **Energetix, Inc.**
 755 Brooks Avenue, Rochester, NY 14619
 Phone: 800.544.0182; Fax: 585.235.3024
www.energetix.net

► **Energy Cooperative of New York, Inc.**
 403 Main St., Suite 411, P.O. Box 17
 Buffalo, NY 14205
 Phone: 800.422.1475
 E-mail: jlawrence@ecny.org

► **Liberty Power Corp.** | 800 W. Cypress Creek Rd., Suite 300, Ft. Lauderdale, FL 33309
 Phone: 866.769.3799

► **NYSEG Solutions, Inc.** | 81 State St., Stephens Square, 5th Fl., Binghamton, NY 13901-3133
 Attn: Customer Service
 Phone: 888.871.2455; Fax: 607.721.1719
www.nysegsolutions.com

► **Select Energy, NY**
 507 Plum St., Syracuse, NY 13204
 Phone: 888.758.6888
www.selectenergy.com

► **Sempra Energy Solutions** | The Mac-Cali Bldg., 581 Main St., 8th Floor, Woodbridge, NJ 07095
 Phone: 732.596.6400; Fax: 732.596.6450
www.semprasolutions.com

► **US Energy Partners LLC**
 8555 Main Street, Buffalo, NY 14221
 Phone: 716.631.1517
www.energypartnersusa.com

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Questions to Ask an ESCO

- ▶ What is your charge per kilowatt-hour (kwh) for electricity **supply**?
- ▶ Is this a fixed charge or does it vary depending on market price, time of day or usage?
- ▶ What is the length of the agreement?
- ▶ What procedures are in place if I have a question or a complaint with you as my new ESCO?
- ▶ Is there a security deposit, cancellation fee or other fees?
- ▶ Do you have any incentives for signing up with you?
- ▶ Do you guarantee savings?
- ▶ When will I be billed for electricity and are your charges included in my RG&E bill?

For More Information

If you have additional questions after reading this kit, please contact:

- ▶ RG&E by visiting www.rge.com or by calling 1.800.RGE.VYCNOW (1.800.743.8926).
- ▶ RG&E's Hearing Impaired Line (TTY) 1.800.962.3293.
- ▶ An ESCO (contact information for ESCOs is included in this enrollment kit).

For more information on energy competition, contact the New York State Public Service Commission (PSC) at www.AskPSC.com or by calling 1.888.Ask.PSC1 (1.888.275.7721).

- What If You Change Your Mind After January 1, 2005?**
- During the one-year period, January 1, 2005 through December 31, 2005:
- ▶ You can switch anytime from the RG&E Fixed Price Option to the ESCO Option with Supply Adjustment.
 - ▶ You can switch anytime from the Variable Price Option to the ESCO Price Option.

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If you do not choose an Electricity Supply Pricing Option by 8:30 p.m. on December 30, 2004, you will be automatically enrolled in the Variable Price Option and will not be eligible to change to a fixed price option until January 1, 2006. Your electricity service will not be interrupted.

How to Enroll

To enroll in an RG&E Electricity Supply Pricing Option:

- ▶ Visit www.rge.com;
- ▶ Call 1.800.RGE.VYCNOW (1.800.743.8926); **OR**
- ▶ Mail the enrollment card provided in this kit.

When enrolling, it's important to have your **RG&E** account number handy. Your account number is located in the top right corner on the first page of your bill.

To enroll in an ESCO Electricity Supply Pricing Option, contact the ESCOs in this kit. If you purchase your electricity supply from an ESCO, your ESCO will enroll your account for you.

For the most up-to-date list of ESCOs and more information, go to www.rge.com.

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You choose. We deliver.



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Rochester, NY 14649-0001

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ENROLLMENT KIT

LNR