3.9.1.4. Cinema Ads

www.rge.com

voice your choice

it's electric!

Choose your electricity supplier and your electricity supply pricing option for 2005 by December 30.

3.9.1.5. Bus Ads / Bus Wraps / Take Ones

*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.

(tear here)

Important news: Every RG&E customer now has the opportunity to choose an electricity supply pricing option for all of 2005. Please read more inside.

To enroll, simply use this handy postage-paid Enrollment Card and mail it by December 30.

Enrollment Card

VOICE YOUR CHOICE FOR YOUR ELECTRICITY SUPPLY FOR ALL OF 2005

voice your choice it's electric!

voice your choice it's electric!

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.

For more details, call 1.800.RGE.VYCNow (1.800.743.8926) or visit us on the Internet at rge.com.

FREQUENTLY ASKED QUESTIONS

Q. Where can I buy my electricity supply?

A. You can buy your electricity supply from RG&E or an ESCO. For a list of ESCOs, see the *Voice Your Choice Enrollment Kit* sent to you, visit www.rge.com, or call 1.800.RGE.VYCNow (1.800.743.8926).

Q. What is the difference between the supply charge and the delivery charge?

A. The supply charge is what you pay RG&E or an ESCO for the electricity you use. The delivery charge is a fixed charge per kilowatt-hour that you pay RG&E to transport electricity over our power lines to you.

Q. Can I receive a history of my past electricity usage?

A. Yes. To receive your historical electricity use, visit www.rge.com or call 1.800.RGE.VYCNow (1.800.743.8926).

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.

If you have not made a decision, we strongly encourage you to do so. You may *Voice Your Choice* with an enrollment card like the one below, in person at an RG&E payment office, by phone, or by using our web site. **Please give this matter serious consideration and make your choice by December 30.**

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

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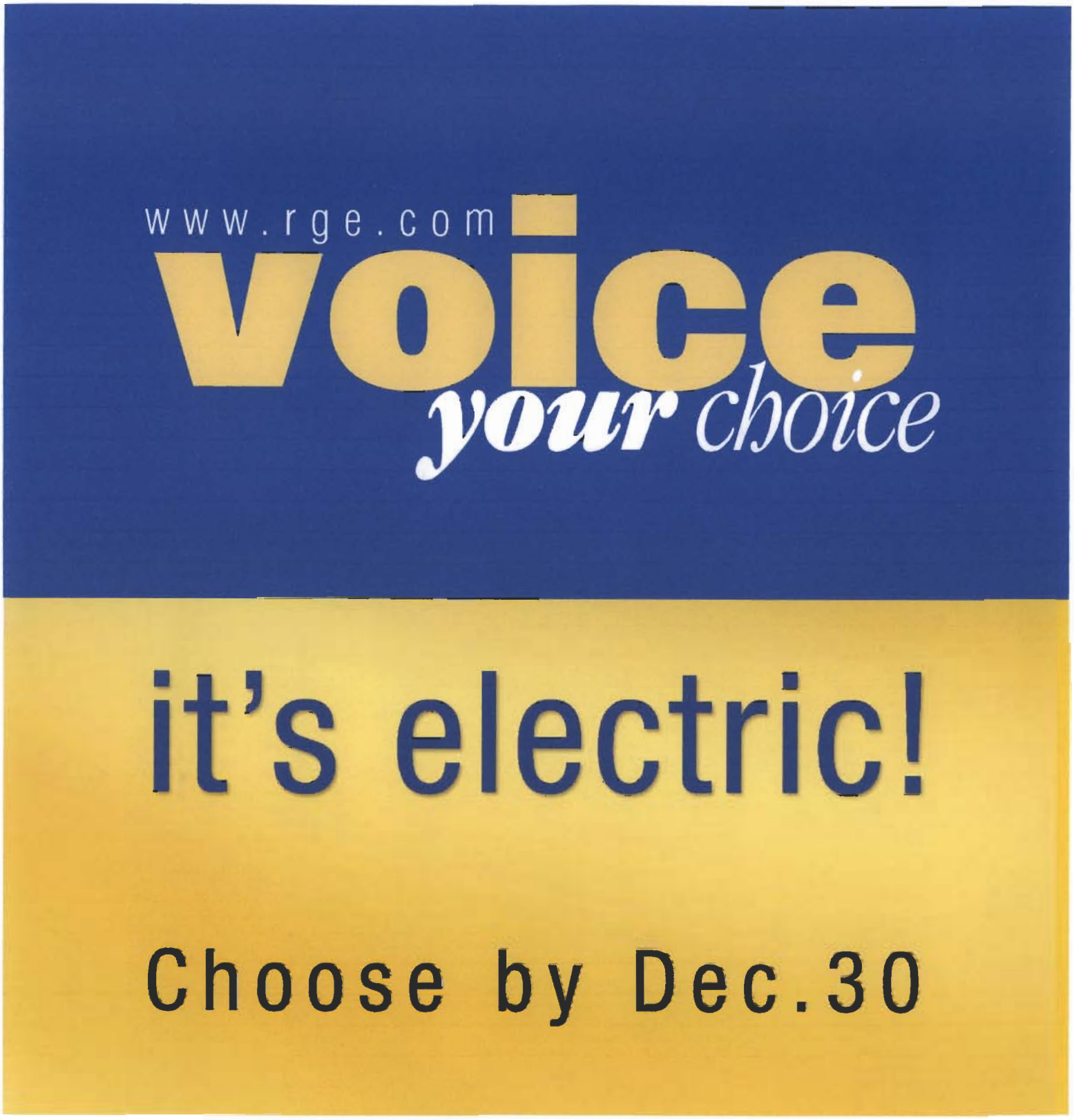
www.rge.com
voice
your choice
it's electric!
Choose by Dec.30