

### **3.9.1.7. Web Banner**

Choose your  
electricity  
supplier and  
electricity  
supply  
pricing option  
for 2005.

**Choose  
by  
Dec. 30**

www.rge.com  
**voice**  
*your choice*

www.rge.com  
**voice**  
*your choice*

it's electric!

**Choose  
by  
Dec. 30**

### **3.9.1.8. Direct Mail Reminder 2**

Use this card to select your RGE 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**

[John Q. Public]

[123 Any Street]

[Rochester], [NY] [12345-6789]

RG&E Account Number [1234567890]

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

(tear here)

2

Enrollment Card

You can get any information you need, including a full list of ESCOs, by visiting [www.rge.com](http://www.rge.com) or calling 1.800.RGE.VYCNOW (1.800.743.8923). **Or just mail this card today.**

**You have an important decision to make. Don't let it be made for you.**

If you haven't made a choice about your electricity supply pricing option, get the enclosed card in the mail today. **If you don't make a choice, you will automatically default to the Variable Price Option.**

www.rge.com  
**voice**  
*your choice*

it's electric!

Presorted Standard  
US Postage  
**PAID**  
Rochester, NY  
Permit No. 357

[John Q. Public]  
[123 Any Street]  
[Rochester], [NY] [12345-6789]

**NOT JUNK MAIL**



Steve Smythe, (retired) RG&E employee for 32 years

www.rge.com  
**voice**  
*your choice*

it's electric!



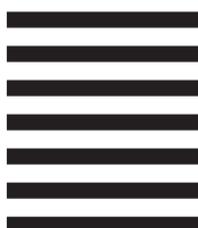
No Postage  
Necessary  
If Mailed  
In The  
United States

**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



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.

### **3.9.1.9. Direct Mail Final Reminder**

Use this card to select your RGE-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**

[John Q. Public]

[123 Any Street]

[Rochester], [NY] [12345-6789]

RG&E Account Number [1234567890]

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

(tear here)

3

Enrollment Card

You can get any information you need, including a full list of ESCOs, by visiting [www.rge.com](http://www.rge.com) or calling 1.800.RGE.VYCNOW (1.800.743.8923). **Or just mail this card today.**

**You have to choose now. Don't let the choice be made for you.**

Use the enclosed card to choose your electricity supply pricing option.

**If you don't make a choice, you will automatically default to the Variable Price Option.**

www.rge.com  
**voice**  
*your choice*

it's electric!

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Permit No. 357

[John Q. Public]  
[123 Any Street]  
[Rochester], [NY] [12345-6789]

**LAST CHANCE**



Steve Smythe, (retired) RG&E employee for 32 years

www.rge.com  
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*your choice*

it's electric!



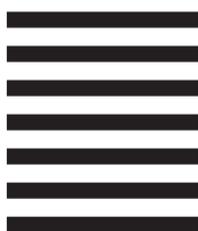
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### **3.10. Market Expo Invitation**