



## Direct Energy and The Town of Wethersfield's Electricity Direct Choice Program



Mailing Address: [Mailing Address]

<Date>

Dear [First] [Last],

When it comes to selecting your electricity supplier, there's a lot to consider, and at times it may seem confusing trying to decide which provider is right for you.

Luckily, the Town of Wethersfield and Direct Energy have joined forces to offer you an exceptional rate and a special discount to help make your decision much easier.

We're proud to offer you a fixed rate of **\$0.0979 per kWh** beginning as early as your **April 2010 billing cycle**. This rate offers great savings for the rest of 2010 compared to the utility rate of \$0.11051 per kWh\*. And for Senior Citizens, the Town of Wethersfield has negotiated a **discounted rate of \$0.0881 per kWh for Senior Citizens** 65 and older who are the primary owners of their residence, or the primary account holder of their utility bill.

Please note this rate is for generation service only, and does not include utility charges or applicable taxes.

Participating is easy! To be eligible to participate in our program, you must:

- Have a residence or business (through rate class R35) located in the Town of Wethersfield.
- Be current with your electric utility bill payments.

### How To Enroll

If you are eligible, here's how to enroll:

- Call Direct Energy's Customer Care Center at **1-866-803-4618**.
- Have your utility bill handy, you will need your Service Reference Number to enroll.
- Tell the Direct Energy representative that you would like to enroll in the **Town of Wethersfield's Electricity Direct Choice Program**, and they will guide you through the process from there.

### How It Works

Once you enroll, you will get this great rate, which is applicable for the first 12 monthly billing cycles after your enrollment begins. After the end of 12 billing cycles, your service will automatically continue on a month-to-month basis at a variable rate, unless Direct Energy sends you written notice indicating otherwise. The variable rate may be higher or lower each month as determined by Direct Energy based on business and market conditions. You will still have the freedom to cancel your service at anytime without an early cancellation fee.

Your local utility will continue to send your monthly electricity bill, so you will continue to send just one payment to the utility for the utility's service charges and Direct Energy's generation service charge. Please remember that your local utility will also continue to provide service for any emergency and/or maintenance issues.

If you are currently with another supplier, you should verify with them whether your current contract has an early cancellation fee before you cancel with them and take advantage of this special offer.

### When To Call

To enroll or to ask questions, please call Direct Energy's Customer Care Center at **1-866-803-4618**. Hours of operation are Monday through Friday from 8:00 a.m. to 8:00 p.m., and Saturday from 8:00 a.m. to 5:00 p.m. EST (hours are subject to change without notice). Before you call, please note that we've enclosed a Frequently Asked Questions brochure with detailed information.

We encourage you to take advantage of this great offer, but **please enroll by March 1, 2010**, in order to start service with Direct Energy for your April 2010 billing cycle, otherwise your service may begin on the next applicable meter reading date. So, what are you waiting for? Call us at **1-866-803-4618** today!

Respectfully,

Direct Energy

\*Actual savings may vary; the utility's generation rate is scheduled to change in January 2011.

So many options.  
One clear choice.



### How Did the Program Come About?

The Wethersfield Town Council started this Program to try to save money for Town residents and businesses. The Town Manager issued a request for proposals from a number of competitive electricity suppliers active in Connecticut, in order to get the best deal possible for the Town. At a public meeting, the Energy Committee of the Town Council recommended approval of the Direct Energy proposal as offering the best overall value to the Town. Their recommendation was approved by the Town Council as a whole. The great rate available through the Program is the direct result of the Town's effort to find you a competitive rate.

### Does Participating in the Program Help the Town?

Yes. The Town receives a payment from Direct Energy based on the number of participants in the Program and how much electricity they use. Enrolling in the Program helps the Town at the same time it helps you!

### How Can I Learn More?

Come to the Educational Forum for the **Wethersfield Green Summit III on February 11, 2010, at 7:00 pm at the Town Hall**. Representatives of the Town and Direct Energy will be there to discuss the program.