



## Innovative energy buying options for MASSACHUSETTS

# USING ENERGY DEREGULATION TO CONTROL YOUR ELECTRICITY BUDGET

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### Take advantage of deregulation options

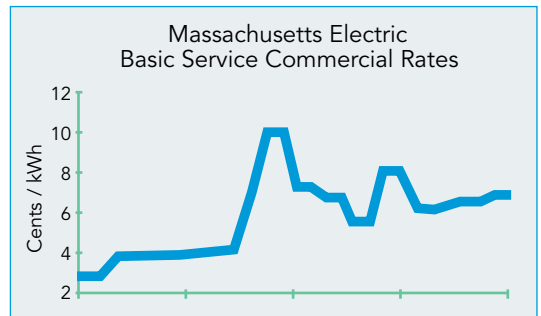
Energy deregulation in Massachusetts was designed to increase energy buyers' options by separating the function of electricity distribution from that of electricity supply. Each component represents about half the typical electric bill. However, nearly all the price risk and volatility is in the supply component.

The market for electricity distributed in Massachusetts is managed by ISO New England, the Regional Transmission Organization, which operates a Day Ahead Market and a Real Time Market.

ConEdison Solutions buys contracts for power in these markets and resells it to our customers at competitive prices under a variety of pricing plans.

### ConEdison Solutions' pricing plans put you in control

One reason nearly one-third of Massachusetts' commercial and industrial utility customers have already switched to energy service companies like ConEdison Solutions is that the cost of service under Basic Service (formerly Default Service) can vary dramatically from month to month.



ConEdison Solutions' innovative pricing programs will help you cope with electricity price increases.

Changes in electricity prices can throw budgets into disarray. ConEdison Solutions offers electricity-buying options to help you control budgets, manage risk, and use your resources cost effectively.

ConEdison Solutions offers a wide range of products to meet your objectives, including fixed and indexed pricing plans, and Green Power products.

### About ConEdison Solutions

ConEdison Solutions is a leading energy services company providing cost-effective solutions to commercial, industrial, residential, institutional, and government customers. ConEdison Solutions is a subsidiary and registered trademark of Consolidated Edison, Inc. (NYSE: ED). More information is available at [www.conedsolutions.com](http://www.conedsolutions.com).



Making ConEdison Solutions your supplier of choice in the territories where electricity is distributed by BECo, Cambridge, ComElec, Fitchburg, MECo or WMECo gives you access to innovative pricing programs.

Get help making informed energy decisions by calling ConEdison Solutions at 1-800-316-8011