

# USING ENERGY DEREGULATION TO CONTROL YOUR ELECTRICITY BUDGET

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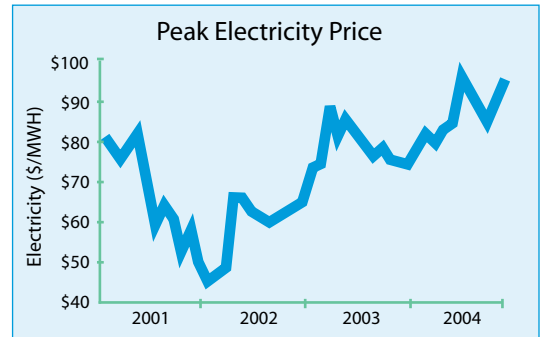
*ConEdison Solutions offers a variety of purchasing options to help control energy budgets even when prices are volatile.*

## *Take advantage of deregulation incentives*

Energy deregulation in Delaware 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 Delaware is managed by a regional transmission organization called the PJM Interconnection. This group operates the largest competitive wholesale electricity market in the world, supplying electricity to 13 states and the District of Columbia, from about 1,000 generating sources.

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

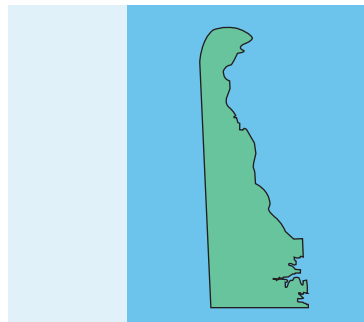


ConEdison Solutions' innovative pricing programs will help you cope with electricity price increases.

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

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.



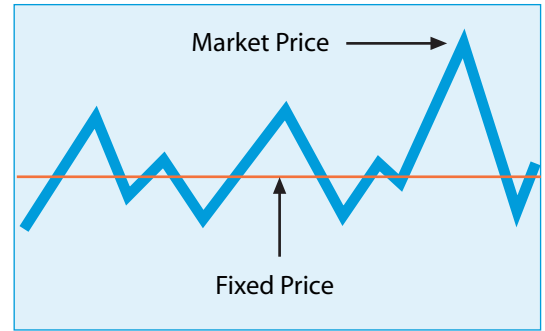
Making ConEdison Solutions your supplier of choice in Delaware gives you access to innovative pricing programs and may provide savings compared to the utility tariff rates.

*Get help making informed energy decisions by calling ConEdison Solutions at 1-410-458-9080*

*Flexible energy pricing options enable you to meet your individual needs.*

### 1. Fixed Price

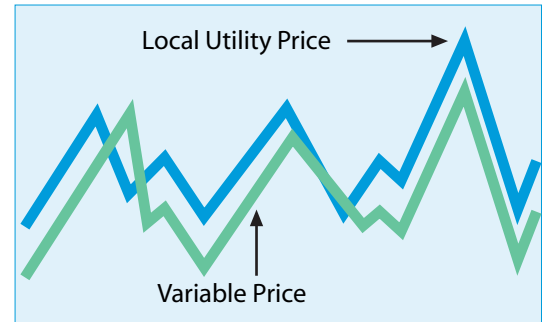
A fixed price plan is available to all customers in Delaware. With this plan we'll lock in a competitive price for electricity for the term of the contract, up to 24 months. This enables you to budget with confidence that 1) the price will be competitive with prevailing market prices at the time you enter into the contract and 2) spikes in energy prices caused by weather, emergencies, or other disruptions will not be reflected in your costs, since your price is fixed for the term of the contract. Your ConEdison *Solutions*' bill will be easy to understand and predictable. This is the option for organizations that don't want to take the risk that increased energy prices will drastically affect their cost of doing business.



An example of how a Fixed Price Plan locks in a price for the term of the contract to eliminate the effect of price volatility.

### 2. Variable Price

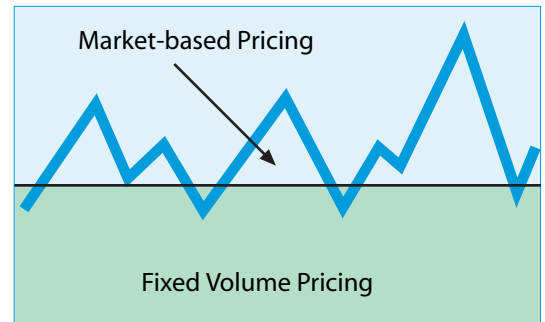
If you'd prefer not to lock in to a fixed rate, ConEdison *Solutions* can offer you a variable price product that fluctuates with the market. Depending on market conditions, ConEdison *Solutions*' variable price offer may provide you with savings compared to local utility prices.



A Variable Price Plan may offer savings compared to local utility prices.

### 3. Blended Price

You can design your own pricing plan, locking in some fixed price while taking some market risk. You designate a portion of your total consumption (a block, measured in kilowatts) to lock in at a fixed price. The rest of the electricity you use will be billed at an amount based on the PJM market rate. You can increase the block size or convert your total usage to a fixed price program at anytime.



A Blended Price Plan allows you to design your own pricing by combining aspects of the fixed and variable plans.

#### 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).

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