



October 22, 2007

Dear Member,

Direct Energy Business Services and Edmonton Chamber of Commerce are excited to offer you a program to help you control your natural gas and electricity costs.

Edmonton Chamber of Commerce Member has it's Benefits!

How can you stop your price from increasing year after year? Edmonton Chamber of Commerce has partnered with Direct Energy Business Services, a competitive electricity and natural gas supplier with more than 5,000,000 customers in North America, to provide your business with a reliable supply at highly competitive pricing. Direct Energy Business Services will provide each member the option to participate in the EDMONTON CHAMBER ENERGY PROGRAM. Benefits that this program offers:

- ✓ **Long term fixed pricing** 5 year terms offers price stability & enhances budget predictability
- ✓ **Price Protection** A guaranteed fixed price should the market price increase
- ✓ **Contract Assignability** Important if you should sell your business or real estate
- ✓ **No usage bandwidth** Consumption not required to be within percentage of historical usage
- ✓ **Green Power or Carbon Neutral Gas** Help reduce your impact on the environment

Be proactive and not reactive to ever increasing energy prices!

To find out how the EDMONTON CHAMBER ENERGY PROGRAM can improve your Company's bottom line and express your interest in the program please contact your dedicated Direct Energy Representative Darryl Kippen @ 1-866-716-5565 or email: EDMChamberoffer@directenergy.com.

He will be your main contact and should you have any questions he will further explain this program and how it can benefit your business.

Thank you for your consideration and we look forward to working with you.

Regards,

Gord Neis
Director
Direct Energy Business Services
Alberta





EDMONTON CHAMBER ENERGY PROGRAM

How to participate:

Edmonton Chamber of Commerce and Direct Energy Business Services are excited to offer you the option to participate in the EDMONTON CHAMBER ENERGY PROGRAM.

It is important to note that greater participation levels on the part of the Members will result in lower gas and electricity prices and greater cost savings passed on directly to the Members.

To **Express Your Interest** in this program, please follow the instructions below:

1. Gather a recent complete **natural gas invoice** for each site you would like to have considered as part of the program. Ensure the invoice page with the site ID is included (usually page 2)
2. Gather a recent complete **electricity invoice** for each site you would like to have considered as part of the program. Ensure the invoice page with the site ID is included (usually page 2 or 3)
3. Review the **Expression of Interest Worksheet** (next page) and fill in your contact information and bill/site data
4. Fax/email the worksheet information to Darryl Kippen of Direct Energy Business Services (**780-732-6939** or EDMChamberoffer@directenergy.com) before November 2nd.
5. **PLEASE NOTE:** Only members that fax in the following Expression of Interest Worksheet will subsequently receive a Participation Package.
6. This is **NOT** a binding agreement, but only an acknowledgement that the Member is interested in receiving a Participation Package for review.

Greater participation levels will result in lower gas and electricity prices and greater cost savings passed along to the members.



EXPRESSION OF INTEREST WORKSHEET

This letter authorizes the WSP/Distributor to provide Direct Energy Business Services, on our behalf, 12 months of historical consumption for the site identification numbers provided.

Authorization:

Name:	Signature:	Date:
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Company Operating Name:

Legal Name (if different):

Complete Mailing Address:

Contact:

Telephone:

Email:

Fax:

Historical Consumption Usage Request

Include all copies of a recent electricity and natural gas bill for each account

ELECTRICITY

GAS

Site ID# (13 digit number)		Site ID# (13 digit number)	
Service Address		Service Address	

- ✓ Please include copies of a recent electricity and natural gas bill for each account
- ✓ Please complete the form and return to Direct Energy via **fax (780)732-6939** or email EDMChamberoffer@directenergy.com
- ✓ For more information contact Darryl Kippen from Direct Energy at 1-866-716-5565



QUESTIONS AND ANSWERS

1. Who is Direct Energy Business Services?

DEBS is the largest energy retailer in North America. In Alberta DEBS is run by Albertans and operates with Alberta interests. DEBS recently acquired ATCO Gas and ATCO Electric retail customers investing approximately \$90M into the Alberta economy.

2. Why did the Edmonton Chamber of Commerce select Direct Energy Business Services?

They chose to partner with DEBS because of DEBS' provincial heritage and vast energy experience. DEBS' strategic platform is to help Alberta businesses achieve their business goals by providing secure price protection and outstanding customer service.

DEBS Competitive Advantage:

- Demand Reduction Service
Our building automation and service professionals can perform lighting retrofits, complete HVAC services, security and maintenance services. Using less energy will have the greatest overall impact on bottom-line expenditures.
- State of the art customized billing engine allows multiple locations to be aggregated onto a singular bill.

3. Is the offer available for all my sites (i.e. commercial, residential)?

Yes you may include all sites except those sites for which you have already signed a natural gas contract or sites residing outside the ATCO North/South service territory.

4. Will I still qualify for the provincial Natural Gas rebate Program if I participate in the EDMONTON CHAMBER ENERGY PROGRAM?

Yes if you currently qualify for provincial gas rebates you will continue to receive your rebates if you participate in this Program.

- Program is in effect
- Rebate typically applies in winter months only (November to March)
- If the price is more than \$5.50 per GJ for 2 of the 3 major gas utilities (ATCO North, ATCO South, AltaGas), a rebate will be issued for that month.

	If the gas cost is \$GJ	Rebate will be \$GJ	Net cost per \$GJ
Scenario 1	\$5.50 - \$7.50	\$1.50	\$4.00- \$6.00
Scenario 2	\$7.50 - \$9.00	\$2.50	\$5.00 - \$6.50
Scenario 3	\$9.00 - 12.00	\$3.25	\$5.75 - \$8.75

- If you participate in the EDMONTON CHAMBER ENERGY PROGRAM and a rebate applies in any given month, your cost of gas for that month is determined by the **final fixed price – rebate.**

5. Why is there such a short time for me to decide to participate?

Natural gas and electricity prices are extremely volatile and can change daily. A final price offering can only be held for a very short time to ensure the best possible price is offered for your consideration.

6. Who do I contact if I have any questions or require more information about the EDMONTON CHAMBER ENERGY PROGRAM?

Please contact
Darryl Kippen
Phone: 1-866-716-5565
Fax: 780-732-6939
Email:
EDMChamberoffer@directenergy.com

I AM INTERESTED – WHAT HAPPENS NEXT?

DATE 2007	EVENT
October 22nd	Edmonton Chamber of Commerce mails Expression of Interest Worksheet to Members
November 2nd	Last day to fax the 1) Expression of interest Worksheet and 2) a current copy of an invoice for each site to Direct Energy Business Services at fax 780-732-6939 (Attention: Darryl Kippen) Members that fax in the Worksheet will receive a Participation Package/Formal Agreement for further consideration. Greater participation levels will result in better pricing. Members are encouraged to send the worksheet at their earliest convenience.
November 6/7th	Members who have expressed interest will receive a follow up telephone call from Direct Energy Business Services to verify the Worksheet was successfully received. If you are not successfully reached by phone a voice message will be left.
November 8/9th	If you have sent the worksheet and have not received a verbal confirmation from Direct Energy Business Services, please call 1-866-716-5565 immediately to express interest.
November 13 th	Delivery of Participation Packages/Formal Agreements via fax to each interested Member. Please note FINAL PRICING is not delivered at this stage because the price of natural gas and electricity can change very quickly. Please review Participation Packages as soon as you receive them.
November 14/15th	<u>FINAL PRICING to be delivered to all interested members via fax. Once you have received final pricing, you will manually enter it into the agreement and return to Direct Energy Business Services via fax at 780-732-6939.</u>
November 14/15th	Deadline for all Members to return Final Agreements (with final pricing) to Direct Energy Business service via fax at 780-732-6939.
By Month End	Members who have successfully returned Final Agreements (with final pricing) will receive follow up confirmation via fax.
December 1 st	Start Date of Services – Flow of Natural Gas and Electricity begins.
January	Participants receive first bill from Direct Energy Business Services.

The EDMONTON CHAMBER ENERGY PROGRAM is brought to you by the following representatives of Edmonton Chamber of Commerce and Direct Energy Business Services.

<i>Martin Salloum</i>	<i>Linda Pavelich</i>	<i>Gord Neis</i>	<i>Emily Gibbings</i>
President Edmonton Chamber of Commerce	Vice President Edmonton Chamber of Commerce	Director, Alberta Direct Energy Business Services	Program Manager Direct Energy Business Services