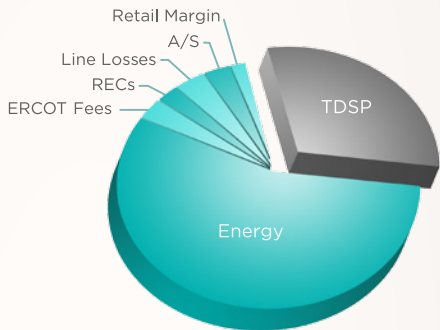


Build-up of Energy Prices



Components

TDSP: Regulated pass-through charges from your utility

Energy: Wholesale cost of energy

Line Losses: Cost of transmission and distribution line losses

A/S: Ancillary Services provided by generators to maintain grid stability

ERCOT Fees: ERCOT charges related to delivery of energy

RECs: Renewable Energy Credits as required by the PUCT

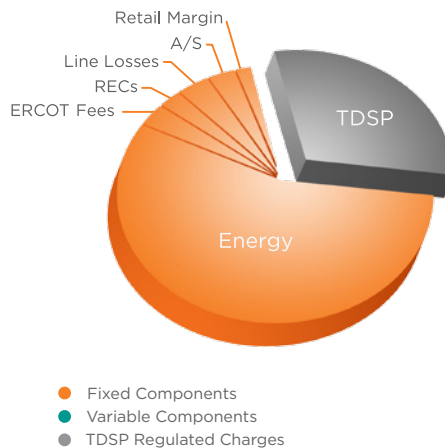
Retail Margin: Margin charged by supplier

Fixed Price Plan



Characteristics of Companies On Our Fixed Price Plan

- Want or need price certainty
- Possible tight budgets or restrictive cash flows
- Looking for minimal involvement in on-going energy management
- May have limited industry and market knowledge

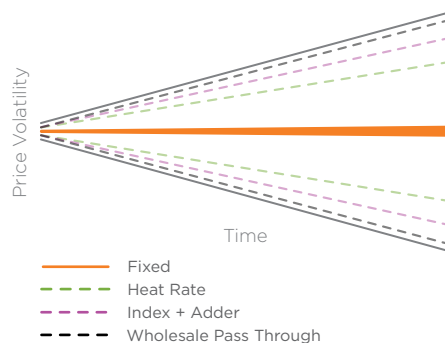


How Does This Product Work?

- All Price components related to First Choice Power are fixed for the term
- Charges from your local utility (TDSP) are the only components that can fluctuate
- First Choice Power proactively monitors your account and the market for future renewal opportunities

Purchasing Tip

Although all energy prices are made of the same basic components not all products are created the same. That's why it's important to understand which components are fixed and which are passed through when selecting the best product for your business.



We Put You First

- First, tell us about you!
 - What's important to you and your business?
 - Help us understand the impact of your electricity bill on your bottom line
- Then, engage our expertise to monitor the market and provide relevant energy information for your business
- It's our job to help you capture opportunities in the market as part of your on-going energy management