



**Recommended for
businesses with:**

- Any volume of electricity consumption
- Lower risk appetite and a need for greater budget control
- The desire for simplified electricity budget management

**Make your business
better by:**

- Gaining greater control of your energy budget
- Shielding your business from the risk of price spikes and power market volatility
- Locking in your rate so you don't have to actively manage your power strategy until you are ready to renew

Fixed Price Power Product

As a leader in the energy industry, Direct Energy Business is more than just a supplier. We make it our mission to earn the trust of our 250,000 customers by sharing our energy expertise, delivering innovative energy solutions, treating their account with care and ultimately striving to help make their business better. Direct Energy Business can help your business leverage the right mix of energy supply and services to address your energy concerns.

Fixed Price Strategies for Power

Our Fixed Price Power Product protects your budget against the risks of electricity price spikes and provides predictability in your monthly and yearly energy spend. Direct Energy Business will work with you to analyze and understand your electricity needs, as well as provide honest guidance on historical trends, so you can trust you're making an informed decision. With this product, you receive a competitive fixed rate per kilowatt hour (kWh) for the length of your contract, allowing you to plan your electricity consumption and budget with confidence.

Why Choose a Fixed Priced Strategy?

Greater Budget Control

The electricity market moves just like any other commodity market, making it difficult to predict and gain control of your budget. With a fixed price contract, you minimize the risk of price volatility by securing an energy supply rate that will not change for the length of your agreement.

Long-term Stability

Direct Energy Business offers contract lengths up to three years, which allows you to provide budget security for the future of your business. And by protecting your power rate from market risks, you can focus on managing your business instead of your energy costs.

Competitive Pricing

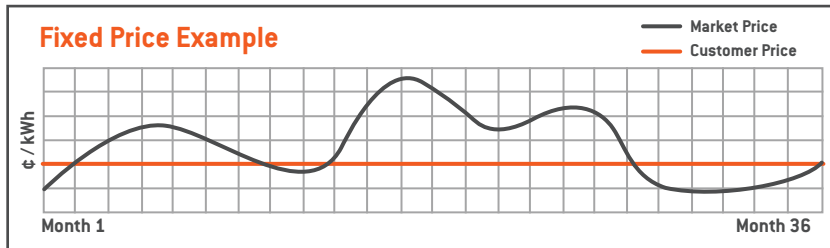
As the second largest power supplier in the US*, Direct Energy Business gives you access to some of the most competitive rates available, and our seasoned team of energy experts can help you time your power purchases with pricing cycles that best meet your business objectives.

Straightforward Guidance

With more than 25 years of industry experience, Direct Energy Business will work with you to assess your tolerance for risk and electricity consumption patterns, in addition to providing insight into current and historical market conditions.

Fixed Priced Power Product

With the Fixed Price Power Product, your electricity supply price is locked in to a set rate for the length of your contract and protected from spikes in the market.



A Power Strategy from a Trusted Supplier

Direct Energy Business is committed to helping our more than 250,000 customers choose the right energy strategy for their business or organization. We support businesses of all sizes—from main street shops to big box retailers to major manufacturers—with industry resources, tools and expertise that help them make informed energy decisions.

As a leader in the energy industry, our solutions are grounded in an understanding of the industry and the impact of energy on business. And thanks to our parent company, Centrica plc, one of the world's leading integrated energy companies and a member of the Fortune Global 500^{®**}, you can count on us to help make your business better now and for years to come.

Get Powered by Direct Energy Business

Contact us now to secure your business' power supply rate.

- Request a free quote by calling 888.925.9115 or visit business.directenergy.com. (A sample bill may be required for this process.)
- Review the competitive price and contract terms provided by Direct Energy Business.
- Sign our retail supply agreement to complete the process.
- Rely on Direct Energy Business to keep you informed and help make your business better.

About Direct Energy Business

Direct Energy Business is part of the largest retail energy supplier in North America and a champion in serving businesses' diverse energy needs. Our leadership position, deep expertise and commitment to addressing our customers' unique energy demands is how we earn the trust of our customers and help to make their businesses better.

With more than 25 years of industry experience, we are dedicated to helping companies make smart energy choices for their business. Contact us today to discuss your energy needs and we'll help you navigate the opportunities available to your service location(s).

Learn more about Direct Energy Business and other energy strategies for businesses and organizations of all types by visiting business.directenergy.com or call 888.925.9115.

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* Numbers represent total electricity and natural gas supplied/projected to be supplied in 2013. Power numbers are based on the June 2013 KEMA Retailer Landscape (published September 2013).

** The Fortune Global 500 was published in July 2013.

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