



Label date: 6/1/2016 **Your Direct Energy Business Marketing, LLC** [see other side](#)
Electric Generation Disclosure Label
194 Wood Ave., Iselin, NJ 08830
888.925.9115 www.directenergy.com

What is this label about?

It's about helping you compare the benefits of generation service offers of Direct Energy Business Marketing, LLC to those of other competitive electric suppliers and to (Eversource or UI).

To our customers:

Electric generation service in Connecticut can be provided to you by licensed Suppliers, Eversource, or UI. This is a choice you can make. This **Direct Energy Business Marketing** disclosure label can be used to compare prices and other items (such as generation power sources and renewable sources) to those that other Suppliers, Eversource or UI may offer you.

Important considerations in making your comparisons and choice:

- Ask the Supplier, Eversource or UI if its offer is **all-inclusive** or **not all-inclusive**, so you can make the right comparison and choice. Suppliers, Eversource and UI in Connecticut are required to disclose this information to you in their labels.
- An **all-inclusive** offer includes all charges and fees related to the generation portion of your electric bill included in the price of the Generation Service Charge (GSC). A **Not all-inclusive** offer **does not**; thus, there are other charges and/or fees that you would be assessed in addition to the GSC.
- Check any contract or agreement you are considering from a Supplier for specifics on price, such as whether pricing is fixed or variable, the term/ length of contract, and any other charges, enrollment fees, deposits or requirements for which you are responsible.

Other questions you can ask a potential supplier:

1. Is the Supplier licensed by the state of Connecticut PURA?
2. Ask the Supplier to estimate your electric generation costs relative to Eversource's/ UI's and explain other possible benefits of switching your service. The average residential customer in CT uses 700 kWh per month. This would be a good comparison starting point. Some examples of the possible benefits are cost savings, budget certainty, risk management, product offerings and renewable energy.
3. How does the Supplier's all-inclusive price compare with the current Eversource or UI GSC charge?
4. Will the Supplier's price change when the Eversource or UI GSC price changes or is it fixed for the term of the contract/agreement?
5. If I switch to a Supplier, will my GSC charge still be on the Eversource / UI bill or will I receive a separate bill from the supplier?
6. If a Supplier issues a separate bill to me, will there be a late payment fee and, if so, what is the annual percentage charge?
7. Does the Supplier offer a choice of energy sources, such as renewable energy?
8. What is the Supplier's contact information if I have questions? Contact information should include the Supplier's phone number, customer service hours, mailing address and contact name.

The term of your service is detailed in the Contract Summary. The term begins on the meter date in the start month and continues through the number of months as stated in the Contract Summary.

Reminder: Your monthly electric bill also has a section for delivery service. This service is for the poles, wires, transformers and all of the other services to deliver electricity to your home or business. Delivery service charges do NOT include what you pay for your electric Generation Service in the GSC charge. You pay delivery service charges whether you buy your electricity from Eversource, UI or any other supplier.

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**Your Electric Generation Disclosure Label
from Direct Energy Business Marketing**

see other side

Power Sources	New England Power Pool System Mix
Coal	4.05%
Natural Gas	38.60%
Oil (Diesel, Jet, Oil)	11.65%
Nuclear	28.54%
Connecticut Qualified Renewable Sources	12.05%
Other, Misc.	5.11%
Total	100.00%

System Mix source: NEPOOL GIS Reports (Q1-2015 through Q4-2015). Power Sources reflect the system mix, with the CT Class I & Class II renewable sources itemized separately in the chart.

About Power Sources

Your electricity is transmitted across the New England electric system, which receives electricity from power plants throughout the region to meet the requirements of all customers in New England. The "**New England Power Pool System Mix**" represents the percentage of power supply from each power source in the regional system. Suppliers are responsible for generating and/or purchasing electricity that is added to the electric system in an amount equal to your electricity use. To promote the development of renewable/clean sources, Connecticut, through legislation called the **Renewable Portfolio Standard (RPS)**, requires all Suppliers to acquire specific percentages of energy from renewable resources. CT RPS sources are defined as Class I, Class II and Class III. **Class I renewable** sources include solar power, fuel cells, methane gas from landfills, ocean thermal power, sustainable biomass, wave or tidal power, low emission advanced renewable energy conversion technologies, and certain run-of-river hydropower. **Class II renewable** sources include trash-to-energy, certain biomass facilities, and certain run-of-river hydropower facilities. Electricity generation from renewables has lower emissions and less of an impact on the environment than that produced from conventional fossil fuels. As an alternative to providing the RPS requirements a Supplier may pay an alternative compliance payment. **Class III** sources include CT commercial & industrial facilities using combined heat and power systems with at least 50% operating efficiency, a waste heat recovery system or electricity savings from energy efficiency measures.

CT Renewable Portfolio Standards DEBM, LLC Compliance				
	Class I	Class II	Class III	Total
Required 2015	12.5%	3.0%	4.0%	19.5%
Required 2016	14.0%	3.0%	4.0%	21.0%
Required 2017	15.5%	3.0%	4.0%	22.5%
Required 2018	17.0%	3.0%	4.0%	24.0%
Required 2019	19.5%	3.0%	4.0%	26.5%

Air Emissions from Power Sources

The air emissions listed below are produced when certain fuels are used to generate electricity.

Carbon Dioxide (CO₂) is released when coal, oil, natural gas, trash, methane and biomass are burned. Carbon dioxide, a greenhouse gas, is thought to be a major contributor to global warming.

Nitrogen Oxide (NO_x) is formed when fossil fuels, trash, methane and biomass are burned at high temperatures. They contribute to acid rain and ground-level ozone (or smog), and may contribute to respiratory illness. NO_x also accelerates vegetative growth in lakes and coastal waters which may lead to oxygen deprivation which is destructive to fish and other aquatic life.

Sulfur Dioxide (SO₂) is formed when fuels containing sulfur are burned, primarily coal, oil and trash. Health risks associated with SO₂ include asthma, respiratory illness and aggravation of existing cardiovascular disease. SO₂ combines with water and oxygen in the atmosphere to form acid rain, which raises the acid level of lakes and streams, is detrimental to crops and forests and accelerates the deterioration of buildings and monuments.

Additional Information:

This label provides information on the New England regional electric system power sources and the air emissions related to electricity generation. For additional information on Supplier prices, power sources and air emissions, visit the CT PURA's **Electric Supplier Info Database**, www.dpuc.state.ct.us/el_aggre.nsf

In the case of an emergency or power outage, please contact your utility. UI customers call: 1-800-7CALL UI (1-800-722-5584); and CL&P customers call 1-800-286-2000.

**The Connecticut Public Utilities Regulatory Authority (PURA), Ten Franklin Square, New Britain, CT 06051
Toll-free 1-800-382-4586 www.ct.gov/dpuc**

Suppliers are required to post their Disclosure Label(s), and updated versions as they occur, to the Electric Supplier Info Database on the PURA's website.