

Appendix A CNT Energy 2010 Operational Report and Schedule of Direct Expenses

Original 2010 report attached.

CNT Energy 2010 Operational Report

A.1 Background

At the beginning of 2007, CNT Energy was awarded the contract to serve as the program administrator for the Ameren Illinois residential real-time pricing program. CNT Energy established the program under the brand name “Power Smart Pricing” (PSP) and began the marketing and enrollment of participants. 2010 marked the fourth year of the program.

As of December 31, 2010 the program had 10,842 active participants with more in the process of having meters exchanged and beginning their participation. In 2010 the aggregate savings for Power Smart Pricing participants was \$1,724,959.78 which represented a 12.35% total savings compared to what the same bills would have been under the flat rate. Average annualized savings were \$188.31 or 12.83%. The following are some of the key metrics of success for the program.

A.1.1 Regulatory Issues

The Illinois Commerce Commission (ICC) Evaluation of PSP will occur in 2011. This document and other supporting documents provided by CNT Energy, Navigant Consulting and Ameren Illinois will be presented to the ICC as part of the evaluation.

A.1.2 Operations

CNT Energy has continued to have a very strong working relationship with Ameren Illinois. The processing of data files for enrollments and other purposes has continued to be smooth and the review and approval of marketing and other communications materials has been prompt.

CNT Energy worked with Ameren Illinois to promote the free programmable thermostat program, one of the offerings in the Act on Energy residential incentive programs. CNT Energy publicized this offering to PSP participants via a special e-mail in September 2009 and February 2010.

A.1.3 Marketing and Communications

CNT Energy launched targeted direct mail campaigns in February and March in conjunction with Internet marketing on Facebook and advertising in local media outlets. In June, all large marketing efforts were put on hold. Two bill inserts were sent to customers in February and September. In addition, CNT Energy maintained the Share the Savings program which rewards participants with one \$10 American Express gift check for each person they refer to the program who becomes a participant.

A.1.4 Electricity Prices

During 2010, hourly electricity prices remained low. Prices did continue to follow the typical summer pattern, with the highest prices of the day occurring in the mid to late afternoon. However, the highest prices of the day remained low, topping out at just 10.721 cents per kWh from 3 p.m. to 4 p.m. on August 4th. Consequently, in 2010 there were no high price alert days.

A.1.5 Conclusions

The Power Smart Pricing program continues to be successful in terms of its impacts on energy use and bill savings. Enrollment goals have not yet met expectations, partially due to the halt on major marketing efforts during the 3rd and 4th quarter of 2010. The future of the program will be ultimately shaped by the ICC evaluation in 2011.

A.2 Operations

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CNT Energy visited the Peoria business center to present Power Smart Pricing (PSP) and pass out brochures in December of 2010. David Becker, Nicole DelSasso, Robyn Kilman and Lisa Roth presented on the material. Robin Hadley and Peter Millburg who are CNT Energy's primary contacts at Ameren Illinois for customer service, billing and policy issues, were both present during the presentation. This provided a great platform for introductions and sharing of information.

CNT Energy worked with Ameren Illinois and the Conservation Services Group to promote the free programmable thermostat program, one of the offerings in the Act on Energy residential incentive programs. These E-Smart™ Programmable thermostats allow the user to preset automatic temperature adjustments and change thermostat settings manually or from any Internet connection. Installing these thermostats also enrolls the customer in the central air conditioner cycling program, where the condenser is turned off for short intervals during times of high overall demand for electricity in the summer season. CNT Energy publicized this offering to PSP participants via a special e-mail in February 2010. Seven hundred and four PSP customers signed up for the E-Smart™ Programmable thermostat.

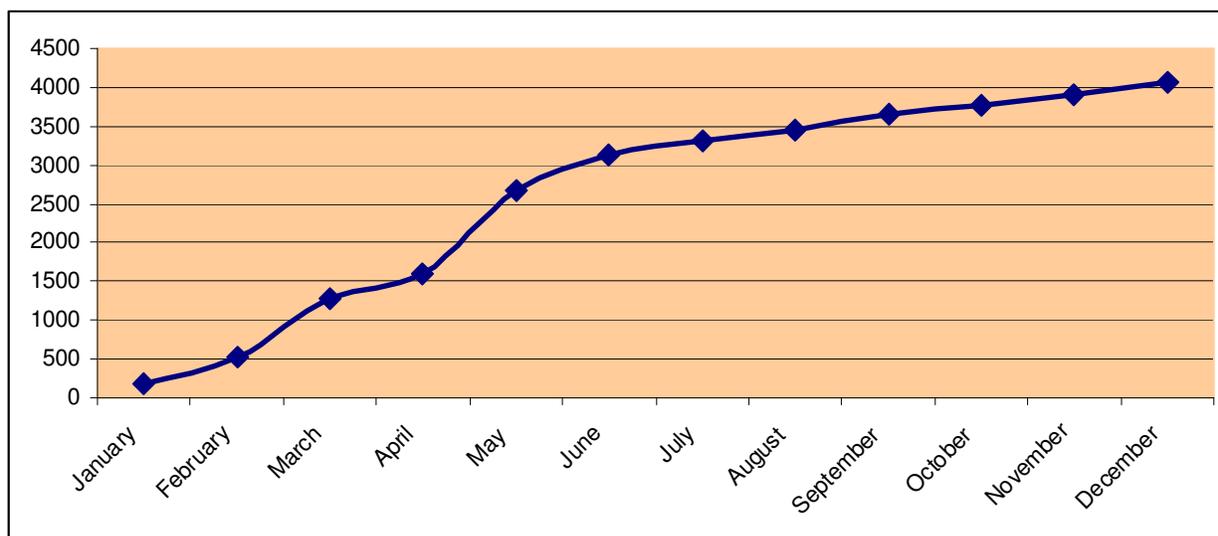
A.3 2010 Marketing of Power Smart Pricing

CNT Energy concentrated its 2010 promotional efforts for Power Smart Pricing (PSP) during winter and early spring due to large marketing efforts being placed on hold during the third and fourth quarters. A total of 4,068 customers submitted enrollment forms during 2010, bringing program participation to 10,842 by the end of the year.

Target markets included high winter users and customers targeted based on demographic data and previous response rates to direct mailings. The 2010 campaign continued to build awareness and participation in and around Belleville, Macomb, Quincy, Jacksonville, Peoria, Carbondale, Danville, Decatur, Galesburg, Hillsboro, Litchfield, Bloomington-Normal, and Champaign-Urbana.

Promotional strategies included direct mailing, bill inserts, media outreach, social media, and community outreach. CNT Energy worked closely with Ameren Illinois throughout the campaign to monitor responses from customers to ensure a manageable flow of new enrollments.

Total Enrollment Forms Received in 2010



A.3.1 Communication Channels

Bill Inserts

In February and August all Ameren Illinois residential customers received bill inserts describing Power Smart Pricing (PSP). The February bill insert contained a large savings message and was most effective at driving awareness and interest in PSP. The August bill insert contained a more subdued savings message and therefore garnered less overall interest. A noticeable increase in enrollments occurred as a result of bill inserts, but the response rates were lower than the response rates from direct mail.

Direct Mail

Direct mail has been extremely effective in producing large numbers of enrollments. CNT Energy worked with Ameren Illinois to refine its mailing lists to effectively target customers who are most likely to be interested in the program and most likely to be able to save money with hourly pricing. Targeting was based on both geography and electricity usage patterns.

Mailings were targeted based on customers' individual electricity usage patterns in order to ensure that information reached customers who were most likely to benefit from the program. Specifically, customers who are served under the former electric space heat rates and customers with extremely low electricity usage (under 400 kWh per month) were excluded from mailing lists. Analysis of customer usage patterns and savings levels showed that those who have high winter electricity usage but do not receive a lower electric heat rate were among those likely to benefit most from the program. These customers tended to have high savings levels in terms of both percent saved and total dollars saved, and were a key group targeted in direct mail.

Direct mail was sent out in February, April, and October. The February mailing targeted approximately 29,000 households with high winter electricity usage who were likely to benefit from Power Smart Pricing. The April mailing targeted 40,000 customers with general electricity usage patterns that suggested they could benefit from the program. The October mailing went to approximately 1,000 customers who had recent been notified by Ameren Illinois that their space heat credit was about to expire. This mailing encouraged these customers to enroll in Power Smart Pricing in order to manage future winter electricity costs. Ten percent of customers who received this mailing filled out a Power Smart Pricing enrollment form. An additional mailing will be sent in 2011.

Media Outreach

When appropriate, CNT Energy pitched stories to media outlets in the Ameren Illinois service area. Media coverage of the program was overwhelmingly positive, emphasizing bill savings and satisfied customers. A May 2 article in the Decatur Herald & Review featured local participant Joe Green. “I was shocked when I first saw my savings,’ he said. ‘I am a very satisfied customer.’”

The article appeared in the newspaper shortly before a Power Smart Pricing workshop was scheduled to take place at the Decatur Public Library. The article generated significant interest in the program, and more than 70 people attended the workshop.



Power Smart Pricing participant Joe Green was featured in an article in the Decatur Herald-Review.

“Decatur resident Joe Green is smiling a lot these days after taking advantage of the Power Smart Pricing system for his home's electrical needs. He cut his winter power bill in half and by more than 20 percent for the year. “

- Decatur Herald & Review, May 2, 2010

Online Communications

CNT Energy continued to improve and expand on the online communication tools used to promote and support the Power Smart Pricing program. The PSP blog generated a significant increase in traffic among participants as well as search engine hits. Most articles focused on Illinois energy issues to attract state residents to the Power Smart Pricing brand. CNT Energy continued to maintain a Twitter feed that tweets a Daily Price Report everyday at 6 p.m. Central Time. The Daily Price Report consists of the highest and lowest price for the following day. In the case of a High Price Day, the Twitter feed reports a special message indicating the hours with prices over 13 cents per kWh. Participants were also instructed on how to set up the PSP twitter feed to send the alerts as a text message to their mobile phone.

Community Outreach and Events

CNT Energy worked with Ameren Illinois to promote PSP through community outreach and events. In May, CNT Energy held a series of Summer Readiness Workshops that provided information about Power Smart Pricing and strategies for managing summer electricity costs. The workshops took place between May 4 and May 20 in Decatur, Normal, Champaign, Peoria, Jacksonville, Quincy, Carbondale, Belleville, and Collinsville. A total of nearly 175 people attended the workshops. Workshop attendees included both customers enrolled in Power Smart Pricing and customers who were not enrolled but were interested in learning about the program.

Share the Savings

As participation in PSP grows, program participants have become increasingly important spokespeople for the program. CNT Energy refined the Refer-a-Friend campaign and re-branded it Share the Savings to encourage participants to tell their friends and neighbors about the program. Participants received \$10 per referral. Calls to action were placed in our seasonal newsletters as well as on the PSP website. The campaign provides participants with printed materials, e-mail messages and web content that they can easily share with others. CNT Energy also explored opportunities to use social networking websites such as Facebook and Twitter to encourage participants to spread the word about hourly electricity pricing. New enrollees reporting that they heard about the program through word-of-mouth increased significantly during 2010.

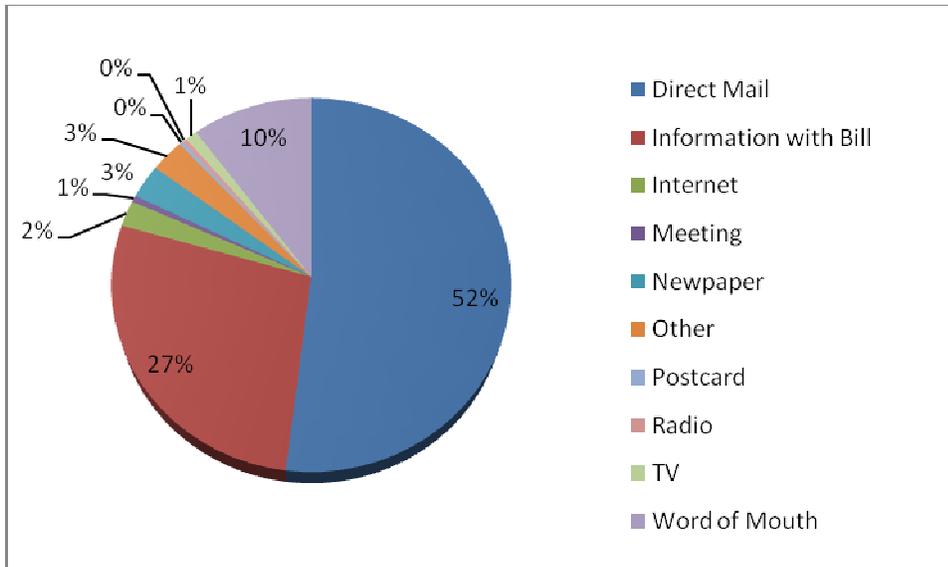
Presentation and Conferences

CNT Energy staff members gave presentations about the Power Smart Pricing program at a variety of industry conferences and events. These presentations are listed below.

- Metering America, March 7 – 10, San Diego, CA
- EUCI Electricity Pricing Strategies, October 27 – 28, Las Vegas, NV
- EUCI Electricity Pricing Strategies, November 29-December 3, Rosemont, IL
- Customer Engagement in a Smart Grid World, December 13 – 14, San Francisco, CA:

A.3.2 Analysis of Campaign Results

During 2010, 4,068 customers submitted Power Smart Pricing (PSP) enrollment forms. Direct mail produced the largest number of enrollments, with bill inserts producing the second most. Word-of-mouth was the next most common ways that people reported learning about the program, possibly as a result of increased efforts to encourage participants to tell others about the program. The graph below illustrates the data collected on how people said they heard about Power Smart Pricing.



Characteristics of Participants

Customers who enroll in PSP are asked to provide some basic demographic information such as their household income, and the age and number of people in the household. The information available on the existing customer base provides insights into the types of households that are most likely to enroll in hourly electricity pricing. In particular, the survey revealed the following about the current participants.

Most PSP participants are highly educated.

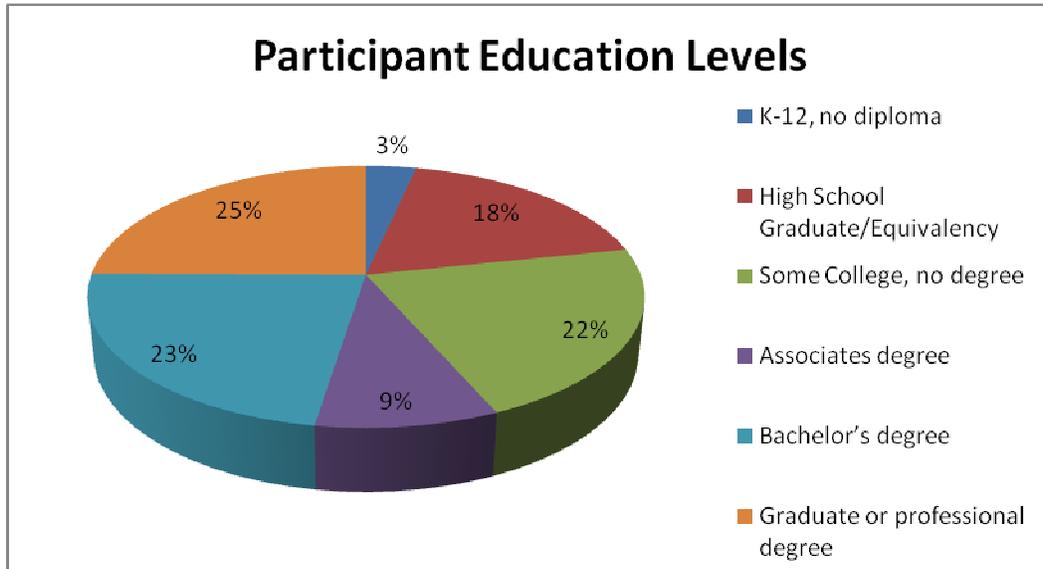
- 78% of surveyed participants pursued additional education after high school.

An equal number of households have annual incomes less than and greater than \$50,000.

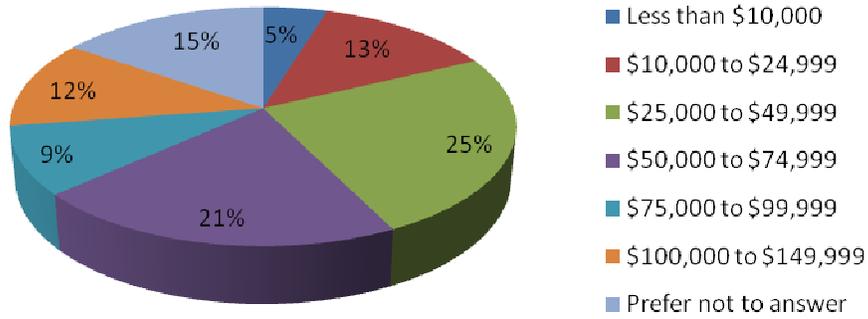
- 43% of surveyed participants reported a household income less than \$50,000.
- 42% of surveyed participants reported a household income greater than \$50,000.

Most participating households have between one and four people in the home.

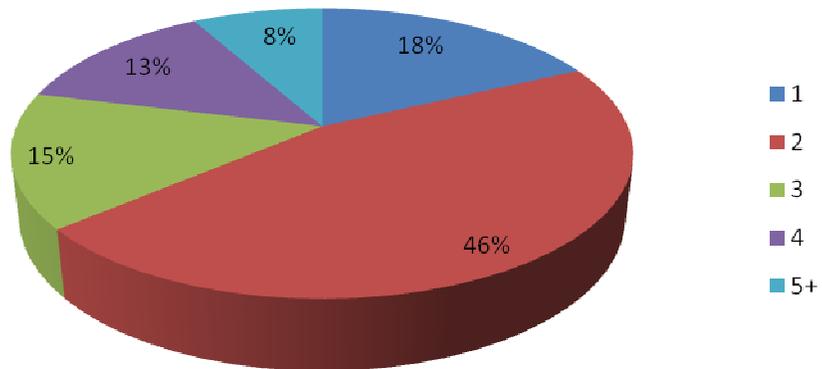
- 46 % of surveyed participants consisted of two-person households.



Participant Household Income



Number of People in Household



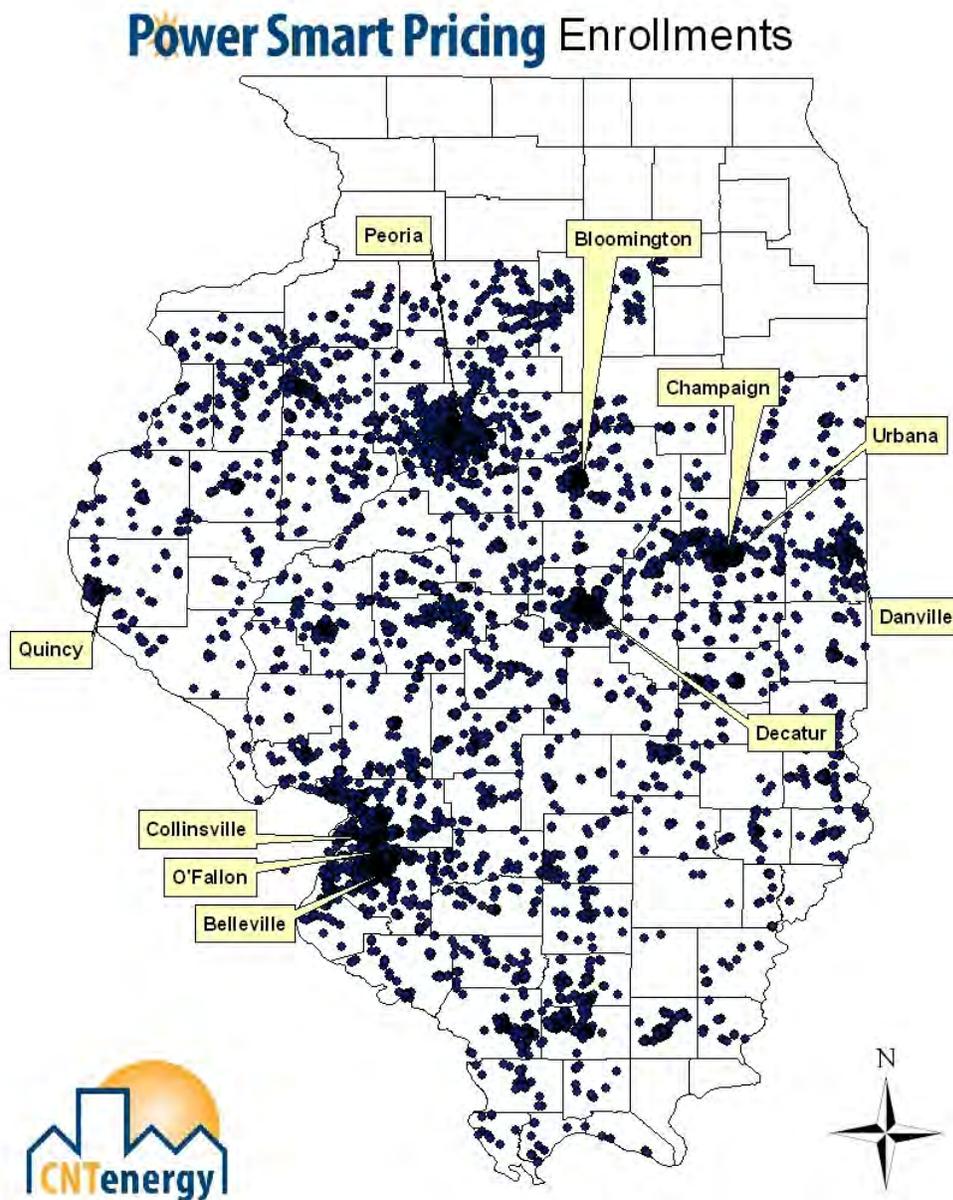
Household Income Levels and Savings Correlation

CNT Energy performed data analysis to examine the relationship between reported household income and average monthly savings on Power Smart Pricing. This analysis determined that household income had no impact on a household’s average monthly savings. The chart below details the results from this analysis.

<u>Household Income</u>	<u>Average Savings Percentage</u>	<u>Total Participants (with HH income data)</u>	<u>Percent of Respondents</u>
Less than \$10,000	<u>14.7%</u>	<u>175</u>	6%
\$10,000 to \$24,999	<u>14.3%</u>	<u>463</u>	15%
\$25,000 to \$49,999	<u>14.0%</u>	<u>833</u>	27%
\$50,000 to \$74,999	<u>14.5%</u>	<u>671</u>	22%
\$75,000 to \$99,999	<u>15.2%</u>	<u>441</u>	14%
\$100,000 to \$149,999	<u>15.1%</u>	<u>383</u>	12%
\$150,000 or more	<u>15.1%</u>	<u>153</u>	5%
Total	-	3,119	

Participation Levels by ZIP Code

CNT Energy mapped the locations of PSP participants in order to visualize enrollment levels in various communities. This map reveals that, as expected, enrollments were highest in the communities targeted by marketing efforts to date. Municipalities with the highest participation were Champaign, Decatur, Belleville, Peoria, Urbana, Bloomington, Quincy, Collinsville, Danville, and O'Fallon. In addition, shows growth in participation in new areas and increasing participation throughout Ameren Illinois territory.



A.3.3 Recommendations for 2011 Marketing Strategies

Major marketing efforts for 2011 will be put on hold pending the ICC evaluation. The two bill inserts will still be implemented as will the existing participant communications (i.e. summer workshops, summer readiness kit, periodic newsletters and savings reports). In addition, CNT Energy will continue to present Power Smart Pricing at conferences.

A.4 Energy Prices

During 2010, Power Smart Pricing (PSP) participants had low to moderate hourly electricity prices. The prices followed the typical pricing pattern with lower prices during the fall, winter and spring and higher prices on summer afternoons. During the summer, more shifting or conservation behavior was required to avoid higher prices in the afternoons.

This past summer, hourly prices were moderate due largely to a hot summer and reduced demand for electricity because of the economic slow-down. Prices did continue to follow the typical summer pattern, with the highest prices of the day occurring in the mid to late afternoon. However, the highest prices of the day remained relatively low, topping out at just 10.721 cents per kWh from 3 p.m. to 4 p.m. on August 4. As a result of the moderate summer prices and hot summer weather, PSP participants on average paid more, compared to the standard rate, during the months of July and August, but were able to offset that during the rest of the year.

A.4.1 High Price Alerts

High price alerts are sent to PSP participants the evening before any day where there are one or more hours over 13 cents per kilowatt hour. Alerts are sent by either e-mail or an automated phone call. Sixty-four percent of participants opted to receive High Price Alerts by e-mail and thirty-six percent selected phone notification.

This past summer, hourly prices continued to follow the typical summer pattern, with the highest prices of the day occurring in the mid to late afternoon, but remained unusually low all summer long. The highest prices of the day topped out at just 10.721 cents per kWh from 3 p.m. to 4 p.m. on August 4. Consequently, in 2010 there were no high price alert days.

A.4.2 Hourly Day-Ahead Prices

The Day-Ahead MISO market prices continued to be used for the program in 2010. The prices between the three zones of Ameren Illinois were primarily identical, with small fluctuations throughout the year.

The chart below shows how average prices changed across the year, how they compared with 2007 and 2008 prices, and how they compared with the flat rate prices. (Note: the flat rate prices are an all in price and do not include some additional other charges such as the RTP Supplier Charge described below, so the prices cannot be directly compared. In addition, the flat rates changed slightly in November.)

Average Electricity Prices

	Rate Zone III (AmerenIP)	Rate Zone II (CILCO)	Rate Zone I (CIPS)	
2007 Average Day-Ahead Prices	4.428	4.517	4.45	
2008 Average Day-Ahead Prices	4.744	4.776	4.776	
2009 Average Day-Ahead Prices	2.682	2.682	2.682	
2010 Average Day-Ahead Prices	3.224	3.224	3.224	
Jan-10	3.87	3.87	3.87	
Feb-10	3.63	3.63	3.63	
Mar-10	2.889	2.889	2.889	
Apr-10	2.682	2.682	2.682	
May-10	2.955	2.955	2.955	
Jun-10	3.861	3.861	3.861	
Jul-10	4.134	4.134	4.134	
Aug-10	3.938	3.938	3.938	
Sep-10	2.674	2.674	2.674	
Oct-10	2.502	2.502	2.502	
Nov-10	2.525	2.525	2.525	
Dec-10	3.043	3.043	3.043	
Ameren Standard Rates (effective 06/01/2010)	Rate Zone III (AmerenIP)	Rate Zone II (CILCO)	Rate Zone I (CIPS)	Rate Zone I (CIPS-ME)
Summer (June, July, August, and September)	4.911	4.919	4.945	4.945
Non-Summer, usage under 800 kWh	5.611	5.893	5.926	5.926
Non-Summer, usage over 800 kWh Non-Space Heat	5.611	3.791	5.926	2.019
Non-Summer, usage over 800 kWh Space Heat**	1.931	3.791	3.402	2.019

A.4.3 The Price of Capacity

Ameren Illinois secures capacity on a monthly basis for PSP and other hourly pricing service customers. For standard rate customers capacity is embedded in the all-in price (the Retail Purchased Electricity Charge). Capacity charges remained low in 2010.

The table below shows how the price of the RTP Supplier Charge changed during 2010 with the highest priced months for the comparable costs from 2008 and 2009 as a comparison.

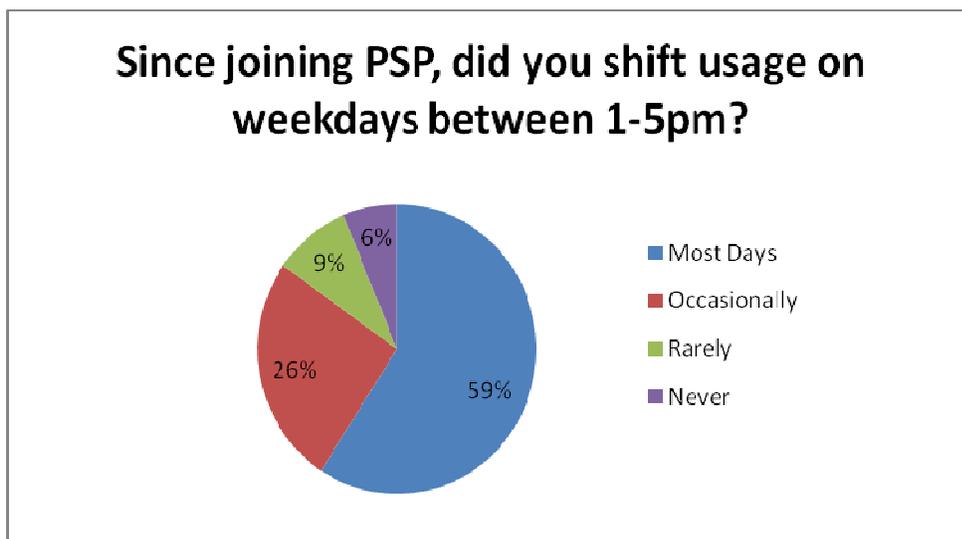
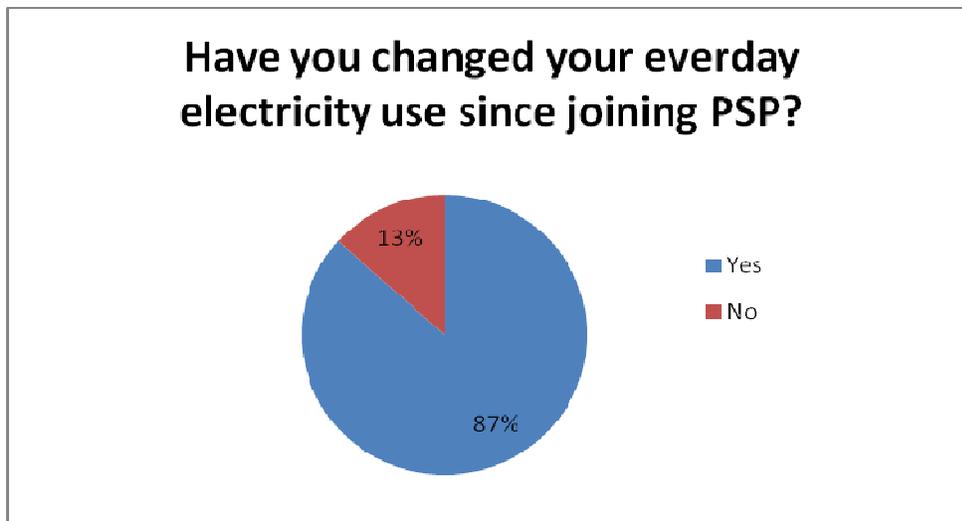
2010 Monthly RTP Supplier Charge

	Dollars per kW-day
July 2008	0.242
August 2008	0.244
July 2009	0.158
August 2009	0.125
January 2010	0.010
February 2010	0.010
March 2010	0.008
April 2010	0.010
May 2010	0.009
June 2010	0.000469
July 2010	0.007831
August 2010	0.007787
September 2010	0.000396
October 2010	0.000009
November 2010	0.000009
December 2010	0.000034

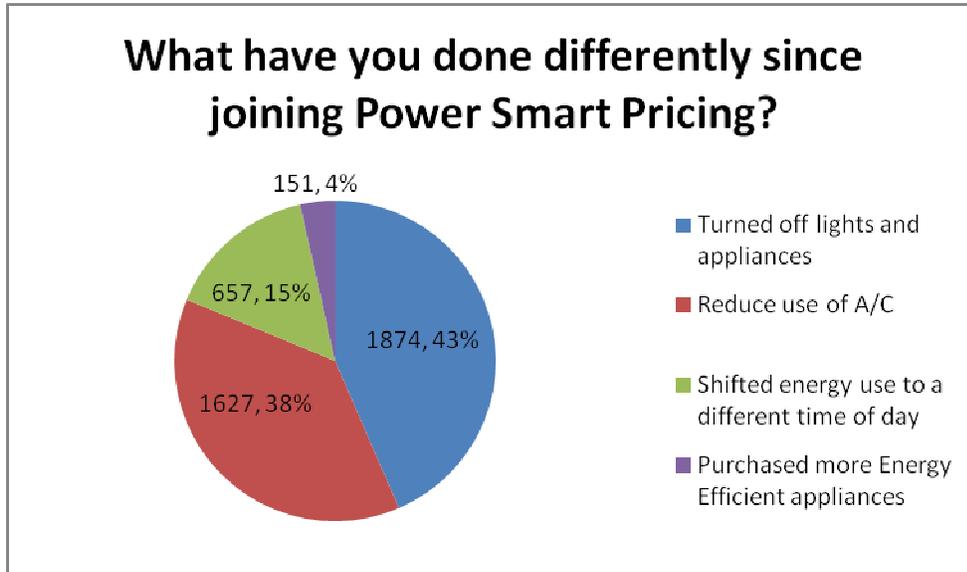
A.5 Customer Surveys

CNT Energy fielded the annual customer satisfaction survey for Power Smart Pricing (PSP) customers in November 2010, to all customers who had been enrolled for one or more summer months. Since this was the final year of the program prior to the four-year evaluation, an additional incentive was provided to drive up the response rate to the survey. Two customers were randomly selected to receive a \$100 gift check from American Express. The response rate was 35% (3,587) participants (compared with 20% in 2009). The Survey addressed customer behavior, call center satisfaction and program extension. Some highlights of the responses are recorded below.

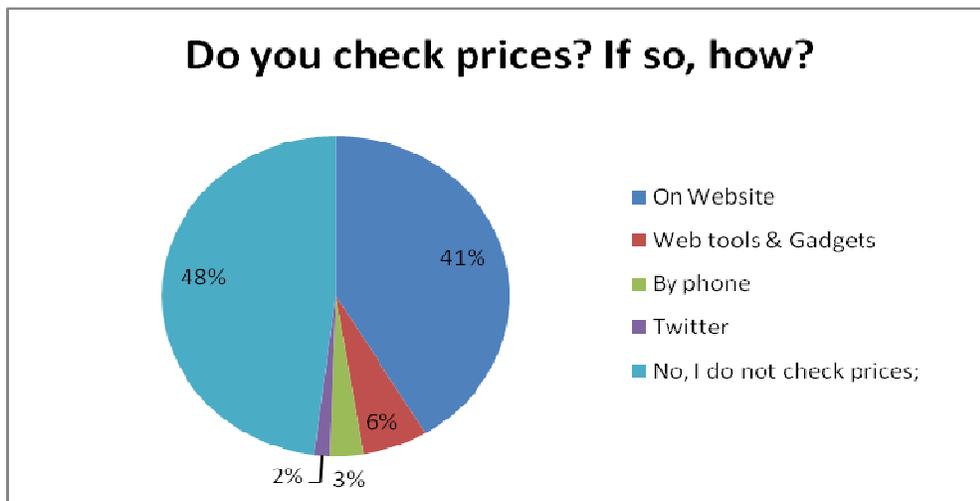
Changes in energy use



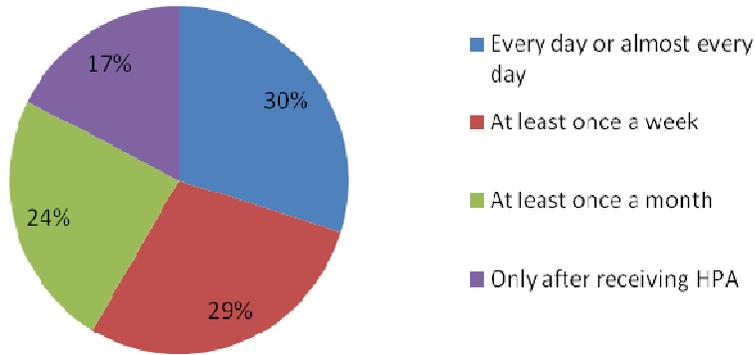
Changes in energy use (continued)



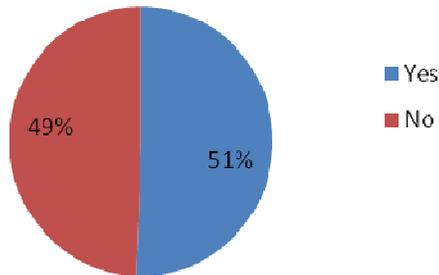
Monitoring of energy prices



How often do you check prices?

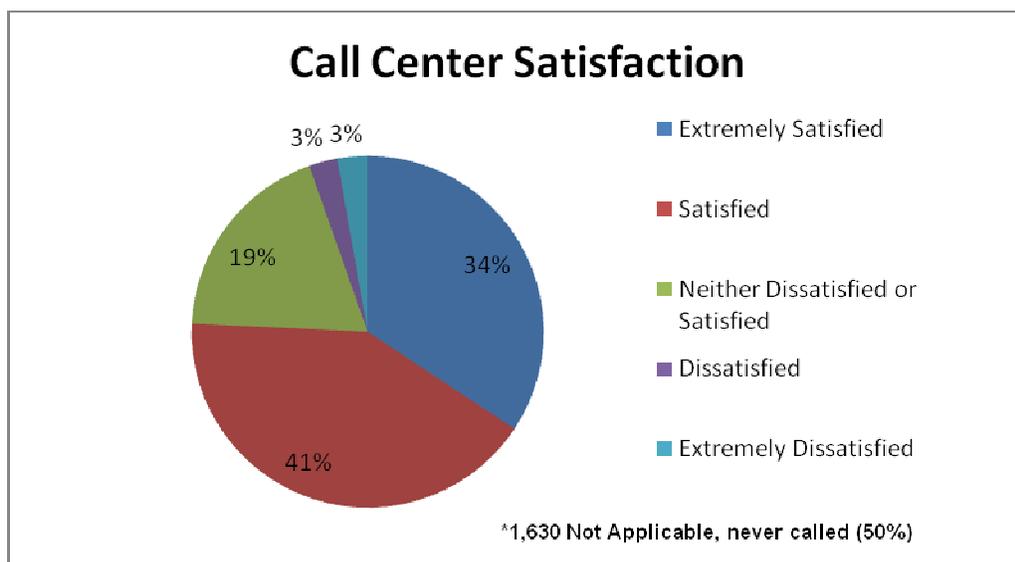


Would you like the option to change the High Price Alert trigger?



Call center satisfaction

This year Power Smart Pricing participants were asked to rate their overall satisfaction with the Power Smart Pricing call center (877-655-6028). The majority of survey respondents rated their level of satisfaction as Satisfied or Very Satisfied.

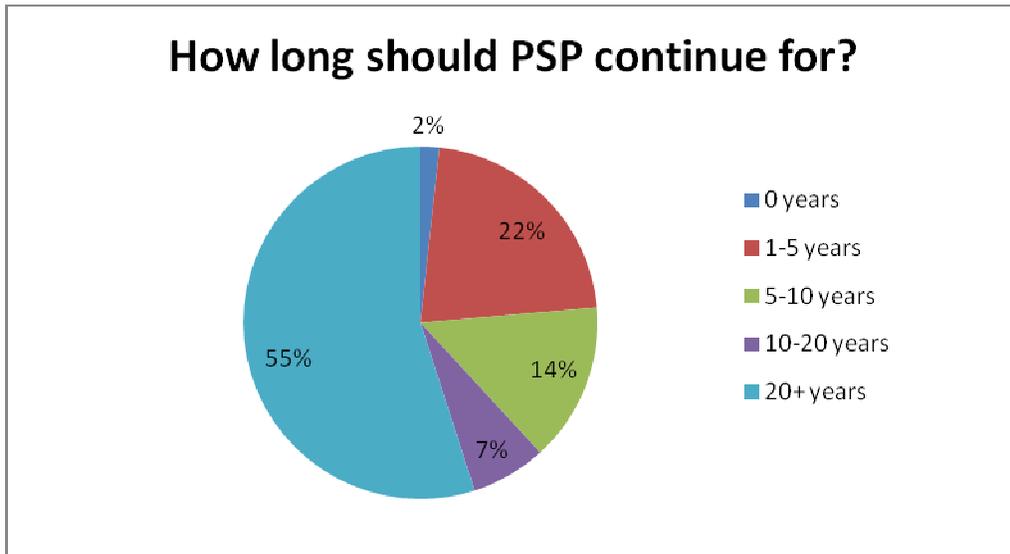


Beginning in 2003 with ComEd’s Energy Smart Pricing Plan (ESPP), CNT Energy began asking a benchmarking question about the ease of participating in hourly electricity pricing. The 2010 results are provided with prior years’ metrics for comparison purposes below.

Participating in ESPP/PSP has been...	2003 ESPP	2004 ESPP	2005 ESPP	Overall ESPP	2007 PSP	2008 PSP	2009 PSP	2010 PSP
Quick and easy	81%	82%	75%	76%	58%	71%	80%	81%
Time consuming and difficult	1%	1%	3%	2%	7%	1%	0%	1%
Somewhere between quick and easy and time consuming and difficult	15%	12%	17%	19%	20%	20%	14%	10%
Don't know	3%	4%	5%	4%	15%	7%	5%	8%

Program extension

Since this was the final year of the program prior to the four-year evaluation, CNT Energy asked participants to provide their opinion of how long the program should continue for in the future. The majority of surveyed respondents (55%) selected the longest duration possible of 20+ years.



A.6 Recommendations

CNT Energy anticipates that 2011 operations will continue to function smoothly, and that the Power Smart Pricing (PSP) enrollment will stabilize due to limited marketing. Pending a positive evaluation by the ICC, CNT Energy recommends the following program improvements:

A.6.1 Remove 12-month commitment clause

The 12-month commitment for new customers poses a barrier to new participant enrollments. Since the program began in 2007, only 0.54% of customers opted to leave the program after the initial 12-month commitment. CNT Energy would like to remove the 12-month commitment clause for new Power Smart Pricing customers. Additionally, because customers who leave the program are not allowed to re-join Power Smart Pricing for twelve months, we feel this clause is no longer necessary.

A.6.2 Remove \$2.25 monthly participation fee

The monthly participation fee of \$2.25 is a significant barrier to new program enrollments, especially those with low monthly electricity usage. CNT Energy would like to re-evaluate this cost for participation to determine if this monthly fee can be decreased or removed completely.

A.6.3 Provide Power Smart Pricing information to new residential customers

When a customer starts service with Ameren Illinois we believe they should be provided detailed information on their electricity rate and supplier options through Ameren Illinois (with Basic Generation Service as default). Providing this information at the “point of sale” could drive up enrollments in Power Smart Pricing significantly at a low acquisition cost.

A.6.4 Bill streamlining or redesign

While we appreciate that making changes in the content of the bill is a difficult process, we would like to take this opportunity to convey the comments of many customers on this subject. Most customers only vaguely understand the details of their bills. In addition, a consistent complaint from Power Smart Pricing customers is that they cannot see their monthly savings on the bill. If this element could be incorporated in the format, it would increase the program’s credibility and customer satisfaction. We appreciate that the process of getting to a “better bill” is not a quick or easy one. However, if there is any way CNT Energy can contribute to Ameren Illinois’ work on this topic, we would be happy to do so.

A.7 Attachments

- Sample direct mail pieces
- Sample bill inserts
- Summer readiness kit
- Sample media coverage

Power Smart Pricing



An hourly electricity pricing program from the Ameren Illinois Utilities, administered by CNT Energy

It's time to break free from high winter electricity bills

Thousands of Illinois households are saving on their electricity bills with Power Smart Pricing, a program from the Ameren Illinois Utilities that lets you pay the hourly, wholesale price of electricity.

This program can be a particularly good choice for customers like you who normally use more than 2,000 kWh of electricity per month during the winter.

Customers like you who signed up for Power Smart Pricing have saved an average of 20% on their electricity bills compared with what they would have paid on the standard rate.*

Power Smart Pricing works a bit like a cell phone plan that offers lower rates for nights and weekends. It lets you pay lower prices for electricity during off-peak times. In addition to nights and weekends, hourly electricity prices often remain low all day during the fall, winter, and spring.

Customers who signed up for Power Smart Pricing say it's a quick and easy way to cut household electricity bills. Please review the information on the reverse side of this letter to find out whether it could be a good choice for you.

To learn more, go to www.powersmartpricing.org or contact us at **1-877-655-6028** or info@powersmartpricing.org.



\$240 annual savings

for a household paying \$100 per month on the standard rate*



What people say about Power Smart Pricing

"We have been extremely impressed with not only the information on current electricity charges we receive from the Power Smart Pricing program, but also with the tips on how to conserve utility usage." - Dan E., Decatur

"I really appreciate the Power Smart Pricing Program. It's saving money and raising awareness of energy use." - Maggie F., Urbana

"I was just recently retired and all my bills were being scrutinized for ways to make them smaller. Power Smart Pricing offered me that opportunity with electricity usage." - Mary C. Harrisburg, IL

Enroll today

Enroll online at www.powersmartpricing.org or complete and mail the enclosed form.

*Based on average customer savings for Dec. 2007 through Dec. 2009. Actual savings vary depending on customer usage and market conditions. Past performance does not guarantee future results.

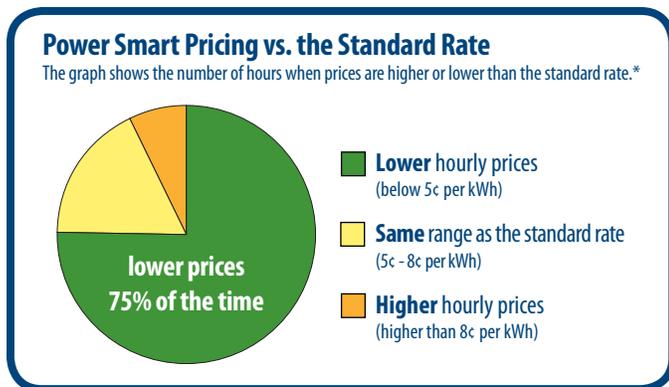


Frequently Asked Questions about Power Smart Pricing

How can I save with Power Smart Pricing?

Under the standard residential rate, electricity costs the same amount no matter what time of day you use it. Power Smart Pricing lets you pay the hourly wholesale market price of electricity. The hourly price varies throughout the day, so you could save money by being smart about both **how much** electricity you use, and **when** you use it.

- **Most of the time, the hourly price is lower than the standard fixed rate.**
 - Prices tend to remain low most of the time during the fall, winter and spring.
 - Higher prices are most likely to occur during the summer on hot weekday afternoons.
- **To reduce your costs, shift some of your electricity use to lower priced hours.**



How much could I save?

Customers who signed up for Power Smart Pricing have saved an **average of 20%** compared with what they would have paid on the standard rate. Individual savings vary based on electricity use and market conditions. The more you can shift electricity use to lower-priced times, the more you could save with hourly pricing.

Will I still be an Ameren Customer?

Yes. If you sign up for Power Smart Pricing, the Ameren Illinois Utilities will continue to deliver your power, respond to service calls and issue your bill. You will receive additional program support from CNT Energy, an independent nonprofit organization dedicated to helping Illinois residents save energy and money. CNT Energy will provide personalized information, services and tools to help you manage your electricity costs.

*Based on hourly prices for October 2007 through September 2009. Actual prices vary depending on market conditions. Past performance does not guarantee future results.

Is Power Smart Pricing right for me?

Power Smart Pricing is likely to be a good option if:

- You are interested in saving money by using electricity wisely at home.
- You want to be part of a program that helps you save energy and improve the environment.
- You can make some simple adjustments in how and when you use electricity. For example, you can do laundry and run the dishwasher at night and on weekends when electricity prices are low.
- You spend over \$30 (or use over 300 kWh) a month on electricity.

How can I track hourly prices and my use?

You'll receive information and support to make it easy to manage your costs.

- Each evening, prices for the following day are available **online and by phone**.
- You'll receive **day-ahead alerts** (by e-mail or phone) to let you know in advance when prices will be high.
- **Online tools** will help you understand and manage your electricity use.
- A specialized **support team** is available to answer questions and help you get the best possible value from hourly electricity pricing.

Is there a fee?

Customers who select Power Smart Pricing will be charged a monthly participation fee of \$2.25. This fee will be included in your electricity bill. Savings from Power Smart Pricing are expected to more than offset this modest monthly charge.

How long do I have to stay in the program?

To enroll, you must agree to remain on the hourly electricity rate for a minimum of 12 consecutive monthly billing periods. At the end of that period, you will be free to contact any certified third party supplier or your Ameren Illinois utility if you wish to select a different supply option. **So far, 99% of participants have elected to stay with Power Smart Pricing after their 12-month obligation expired.**

Questions? Reach us at **1-877-655-6028** or **info@powersmartpricing.org**.

Power Smart Pricing Program Enrollment Form

Enrollment form for Power Smart Pricing, open to residential customers served by AmerenCILCO, AmerenCIPS (includes CIPS in Metro East) and AmerenIP.

All information required for enrollment. If information is missing we cannot process your form.

 Enrolling online is quick and easy at www.powersmartpricing.org.

1. Contact Information

Customer name (PRINT as shown on your electric bill)

Mailing address

City State ZIP

Phone

E-mail address

Go paperless. Check this option to receive the majority of your program updates electronically rather than in the mail.

2. High Price Alert Method

You will receive day-ahead alerts by phone or e-mail when prices will be 13¢ per kWh or higher. **Please select your high price alert method:**

E-mail **Phone** (Check one)

3. Your Heating System

What is your primary source of heat? (Check one.)

- Natural gas
- Propane
- Electric (*Power Smart Pricing may not be your best option if you have electric heat. For more information, go to www.powersmartpricing.org.*)
- Other: _____

Which best describes your heating system?

- Vents (furnace)
- Radiators (boiler)

Do you use space heaters?

- No
- Yes. How many? _____

4. Billing Information

Your Ameren Illinois electric utility: CILCO CIPS CIPS-ME IP

Ameren account # -

Electric (kWh) meter #

You can find your account and meter numbers on page 2 of your Ameren Illinois utility bill. See the reverse side of this form for an example.

5. Customer Signature

By signing this form, I agree to the following:

- I am requesting Power Smart Pricing service under Rider PSP and Rider RTP (available at www.ameren.com) pursuant to an Ameren Illinois utility tariff approved by the Illinois Commerce Commission (ICC).
- I acknowledge that an Interval Data Recording (IDR) meter or meters must be installed at my premises by my Ameren Illinois utility in order to commence service under Rider PSP.
- I acknowledge that the Ameren Illinois Utilities must have access to the meter location at my home during all normal business hours Monday through Saturday throughout the year to insure hourly readings are available to support my participation on PSP.
- **I acknowledge that once Power Smart Pricing service under Rider PSP commences, I am required to take this service under Rider PSP for at least 12 consecutive monthly billing periods.**
- **A monthly participation charge of \$2.25 will be added to my Ameren Illinois Utilities electric bill.**
- I agree to the terms and conditions of taking service under both Rider PSP and Rider RTP now in effect and as may be amended from time to time.
- I authorize this participation agreement to be secured and maintained by CNT Energy.
- I authorize my Ameren Illinois utility to release my account information including energy usage and billing information and all other information permitted by law to CNT Energy. I understand that CNT Energy will keep my account information confidential and will use this information only to operate and improve the program, and to provide me with access to my account information through a secure interface on the CNT Energy Web site.
- I authorize my electrical usage data and billing information to be used in aggregate with other Rider PSP participants for purposes of evaluating consumer and system benefits and understand that my individual data will be held confidential.
- I acknowledge that Power Smart Pricing is an experimental program that may be terminated in late 2011.
- I understand the price I will pay for electricity I use is based on the hourly market price for energy which may be above or below the standard rate for residential customers (BGS 1).

Signature (Must be signed by the person whose name appears on the account)

Contact Name (If different from your customer name)

Date

Over →

Power Smart Pricing Program Enrollment Form, page 2

To help CNT Energy maximize your benefits, please provide the following information about your home appliances and electricity usage.

6. Your Household and Energy Usage

Do you:

- Own your home
- Rent your home

_____ Number of people in your household

How do you cool your home?

- Fans
- Window air conditioner(s) Number of units: _____
- Central air conditioner Number of units: _____

Do you have any electricity generating equipment?

- No
- Yes, solar (photovoltaic)
- Yes, backup generator
- Yes, other: _____

Finding Your Account and Meter Numbers

You can find your account and meter numbers on page 2 of your Ameren Illinois Utility bill, as shown below. Look for the meter number next to the reading for **total kWh**.

The diagram shows a utility bill with two tables. The first table contains account information, and the second table contains meter and service details. Arrows point from the labels 'account number' and 'meter number' to the corresponding highlighted values in the tables.

ACCOUNT NUMBER	12345-67890
NAME	ANNE EXAMPLE
SERVICE	123 SAMPLE LN
AT	HOMETOWN, IL 61922

TYPE OF READING	METER NUMBER	SERVICE FROM	TO	NO. DAYS
Total kWh	12345678	12/01-12/31		31

7. How You Heard about the Program

How did you learn about this program? (Check all that apply.)

- This mailing
- Information in my utility bill
- Newspaper
- TV
- Radio
- Community meeting
- Word of mouth
- Internet
- Other: _____

Please return this form to:

Power Smart Pricing
2125 W. North Ave.
Chicago, IL 60647-5415

Phone: 1-877-655-6028

Fax: 1-773-278-3840

E-mail: info@powersmartpricing.org

To enroll online, go to www.powersmartpricing.org.

Power Smart Pricing



An hourly electricity pricing program from the Ameren Illinois Utilities, administered by CNT Energy

Cut your electricity bills with Power Smart Pricing

Thousands of Illinois households are saving on their electricity bills with Power Smart Pricing, a program from the Ameren Illinois Utilities that lets you pay the hourly, wholesale price of electricity.

Power Smart Pricing participants have saved an average of 20% on their electricity bills compared with what they would have paid on the standard rate.*

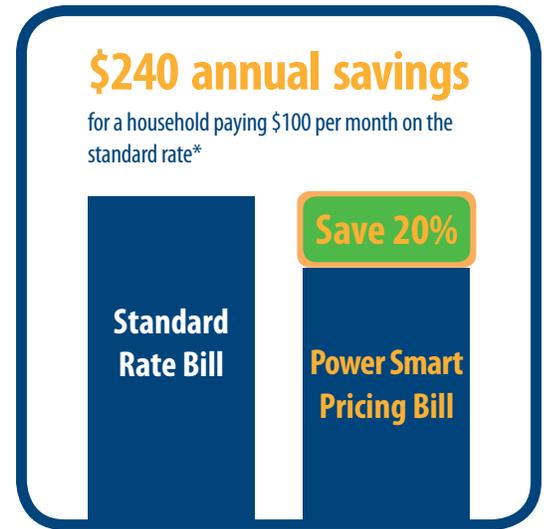
Power Smart Pricing works a bit like a cell phone plan that offers lower rates for nights and weekends. It lets you pay lower prices for electricity during off-peak times. In addition to nights and weekends, hourly electricity prices often remain low all day during the spring, fall and winter.

Customers who signed up for Power Smart Pricing say it's a quick and easy way to cut household electricity bills. Please review the information on the reverse side of this letter to find out whether it could be a good choice for you.

To enroll in the program, complete and return the enclosed form, or enroll online at www.powersmartpricing.org.

For more information

- Visit www.powersmartpricing.org
- E-mail info@powersmartpricing.org
- Call **1-877-655-6028**



What people say about Power Smart Pricing

"We have been extremely impressed with not only the information on current electricity charges we receive from the Power Smart Pricing program, but also with the tips on how to conserve utility usage."
- Dan E., Decatur

"I really appreciate the Power Smart Pricing Program. It's saving money and raising awareness of energy use."
- Maggie F., Urbana

"I was just recently retired and all my bills were being scrutinized for ways to make them smaller. Power Smart Pricing offered me that opportunity with electricity usage."
- Mary C., Harrisburg, IL

*Based on average customer savings for Dec. 2007 through Dec. 2009. Actual savings vary depending on customer usage and market conditions. Past performance does not guarantee future results.

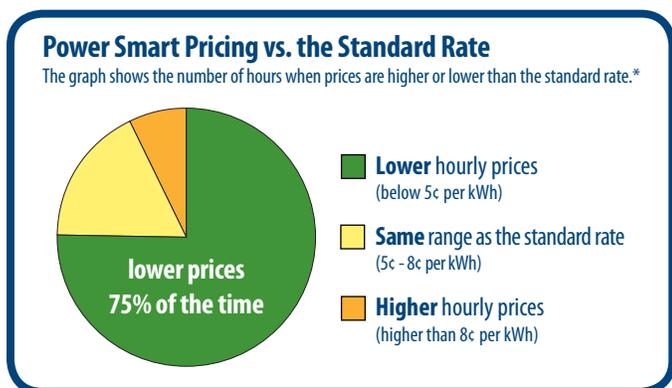


Frequently Asked Questions about Power Smart Pricing

How can I save with Power Smart Pricing?

Under the standard residential rate, electricity costs the same amount no matter what time of day you use it. Power Smart Pricing lets you pay the hourly wholesale market price of electricity. The hourly price varies throughout the day, so you could save money by being smart about both **how much** electricity you use, and **when** you use it.

- **Most of the time, the hourly price is lower than the standard fixed rate.**
 - Prices tend to remain low most of the time during the fall, winter and spring.
 - Higher prices are most likely to occur during the summer on hot weekday afternoons.
- **To reduce your costs, shift some of your electricity use to lower priced hours.**



How much could I save?

Customers who signed up for Power Smart Pricing have saved an **average of 20%** compared with what they would have paid on the standard rate. Individual savings vary based on electricity use and market conditions. The more you can shift electricity use to lower-priced times, the more you could save with hourly pricing.

Will I still be an Ameren Customer?

Yes. If you sign up for Power Smart Pricing, the Ameren Illinois Utilities will continue to deliver your power, respond to service calls and issue your bill. You will receive additional program support from CNT Energy, an independent nonprofit organization dedicated to helping Illinois residents save energy and money. CNT Energy will provide personalized information, services and tools to help you manage your electricity costs.

*Based on hourly prices for October 2007 through September 2009. Actual prices vary depending on market conditions. Past performance does not guarantee future results.

Is Power Smart Pricing right for me?

Power Smart Pricing is likely to be a good option if:

- You are interested in saving money by using electricity wisely at home.
- You want to be part of a program that helps you save energy and improve the environment.
- You can make some simple adjustments in how and when you use electricity. For example, you can do laundry and run the dishwasher at night and on weekends when electricity prices are low.
- You spend over \$30 (or use over 300 kWh) a month on electricity.

How can I track hourly prices and my use?

You'll receive information and support to make it easy to manage your costs.

- Each evening, prices for the following day are available **online and by phone**.
- You'll receive **day-ahead alerts** (by e-mail or phone) to let you know in advance when prices will be high.
- **Online tools** will help you understand and manage your electricity use.
- A specialized **support team** is available to answer questions and help you get the best possible value from hourly electricity pricing.

Is there a fee?

Customers who select Power Smart Pricing will be charged a monthly participation fee of \$2.25. This fee will be included in your electricity bill. Savings from Power Smart Pricing are expected to more than offset this modest monthly charge.

How long do I have to stay in the program?

To enroll, you must agree to remain on the hourly electricity rate for a minimum of 12 consecutive monthly billing periods. At the end of that period, you will be free to contact any certified third party supplier or your Ameren Illinois utility if you wish to select a different supply option. **So far, 99% of participants have elected to stay with Power Smart Pricing after their 12-month obligation expired.**

Questions? Reach us at **1-877-655-6028** or **info@powersmartpricing.org**.

Power Smart Pricing Program Enrollment Form

Enrollment form for Power Smart Pricing, open to residential customers served by AmerenCILCO, AmerenCIPS (includes CIPS in Metro East) and AmerenIP.

All information is required for enrollment. If information is missing we cannot process your form.

 Enrolling online is quick and easy at www.powersmartpricing.org.

1. Contact Information

Customer name (PRINT as shown on your electric bill)

Mailing address

City IL State IL ZIP _____

Phone (_____) _____

E-mail address

Go paperless. Check this option to receive the majority of your program updates electronically rather than in the mail.

2. High Price Alert Method

You will receive day-ahead alerts by phone or e-mail when prices will be 13¢ per kWh or higher. **Please select your high price alert method:**

E-mail **Phone** (Check one)

3. Your Heating System

What is your primary source of heat? (Check one.)

- Natural gas
- Propane
- Electric (*Power Smart Pricing may not be your best option if you have electric heat. For more information, go to www.powersmartpricing.org.*)
- Other: _____

Which best describes your heating system?

- Vents (furnace)
- Radiators (boiler)

Do you use space heaters?

- No
- Yes. How many? _____

4. Billing Information

Your Ameren Illinois electric utility: CILCO CIPS CIPS-ME IP

Ameren account # -

Electric (kWh) meter #

You can find your account and meter numbers on page 2 of your Ameren Illinois utility bill. See the reverse side of this form for an example.

5. Customer Signature

By signing this form, I agree to the following:

- I am requesting Power Smart Pricing service under Rider PSP and Rider RTP (available at www.ameren.com) pursuant to an Ameren Illinois utility tariff approved by the Illinois Commerce Commission (ICC).
- I acknowledge that an Interval Data Recording (IDR) meter or meters must be installed at my premises by my Ameren Illinois utility in order to commence service under Rider PSP.
- I acknowledge that the Ameren Illinois Utilities must have access to the meter location at my home during all normal business hours Monday through Saturday throughout the year to insure hourly readings are available to support my participation on PSP.
- **I acknowledge that once Power Smart Pricing service under Rider PSP commences, I am required to take this service under Rider PSP for at least 12 consecutive monthly billing periods.**
- **A monthly participation charge of \$2.25 will be added to my Ameren Illinois Utilities electric bill.**
- I agree to the terms and conditions of taking service under both Rider PSP and Rider RTP now in effect and as may be amended from time to time.
- I authorize this participation agreement to be secured and maintained by CNT Energy.
- I authorize my Ameren Illinois utility to release my account information including energy usage and billing information and all other information permitted by law to CNT Energy. I understand that CNT Energy will keep my account information confidential and will use this information only to operate and improve the program, and to provide me with access to my account information through a secure interface on the CNT Energy Web site.
- I authorize my electrical usage data and billing information to be used in aggregate with other Rider PSP participants for purposes of evaluating consumer and system benefits and understand that my individual data will be held confidential.
- I acknowledge that Power Smart Pricing is an experimental program that may be terminated in late 2011.
- I understand the price I will pay for electricity I use is based on the hourly market price for energy which may be above or below the standard rate for residential customers (BGS 1).

Signature (Must be signed by the person whose name appears on the account)

Contact Name (If different from your customer name)

Date

Over →

Power Smart Pricing Program Enrollment Form, page 2

To help CNT Energy maximize your benefits, please provide the following information about your home appliances and electricity usage.

6. Your Household and Energy Usage

Do you:

- Own your home
- Rent your home

_____ **Number of people in your household**

How do you cool your home?

- Fans
- Window air conditioner(s) Number of units: _____
- Central air conditioner Number of units: _____

Do you have any electricity generating equipment?

- No
- Yes, solar (photovoltaic)
- Yes, backup generator

- Yes, other: _____

Finding Your Account and Meter Numbers

You can find your account and meter numbers on page 2 of your Ameren Illinois Utility bill, as shown below. Look for the meter number next to the reading for **total kWh**.

The diagram shows a utility bill with two tables. The first table has columns for ACCOUNT NUMBER, NAME, SERVICE, and AT. The ACCOUNT NUMBER '12345-67890' is circled in green, with an arrow pointing to it from the label 'account number'. The second table has columns for TYPE OF READING, METER NUMBER, SERVICE FROM, TO, and NO. DAYS. The row for 'Total kWh' has '12345678' in the METER NUMBER column, which is circled in green, with an arrow pointing to it from the label 'meter number'.

ACCOUNT NUMBER	12345-67890
NAME	ANNE EXAMPLE
SERVICE	123 SAMPLE LN
AT	HOMETOWN, IL 61922

TYPE OF READING	METER NUMBER	SERVICE FROM	TO	NO. DAYS
Total kWh	12345678	12/01-12/31		31

7. How You Heard about the Program

How did you learn about this program? (Check all that apply.)

- This mailing
- Information in my utility bill
- Newspaper
- TV
- Radio
- Community meeting
- Word of mouth
- Internet

- Other: _____

Please return this form to:

Power Smart Pricing
2125 W. North Ave.
Chicago, IL 60647-5415

Phone: 1-877-655-6028
Fax: 1-773-278-3840
E-mail: info@powersmartpricing.org

To enroll online, go to www.powersmartpricing.org.



<Customer Name>
<Mailing Address>
<City>, <ST> <ZIP>

Account # <1234567890>

Service Address: <Address>
<City>, <ST> <ZIP>

November 15, 2010

Space Heat Credit to Expire in December: Enroll in Power Smart Pricing to Continue to Save on Electricity this Winter

Dear <customer name>,

As a customer who uses electricity as a primary source of heat, you currently receive a monthly supplemental space heat credit through Ameren Illinois. This credit is funded by the Illinois Electric Rate Relief Act and applies to electricity used in your home between November and April. As explained in a letter sent early this month, the space heat credits will expire in December 2010. **This means that if you do nothing, your winter electricity costs likely will increase once the credit expires.**

Ameren Illinois has another program that could allow you to save on electricity during the winter months.

This program is called **Power Smart Pricing**. Ameren Illinois introduced the Power Smart Pricing program in 2007, and more than 10,000 households have enrolled. Customers who signed up for Power Smart Pricing say it's a quick and easy way to cut household electricity bills while staying warm and comfortable in your home.

Power Smart Pricing lets you pay the hourly, wholesale price of electricity. This means you pay lower prices for electricity during off-peak times like nights and weekends. And during the fall, winter and spring, prices often remain low all day long. This makes Power Smart Pricing a good choice for customers like you who have higher electricity use during the cooler months of the year.

Customers who have high winter electricity usage but do not receive a space heat credit have saved an average of 16% with Power Smart Pricing compared to what they would have paid on the standard rate.

Please review the information on the reverse side of this letter for details about how the program works. To enroll in Power Smart Pricing, simply fill out and return the enclosed form or enroll online at www.powersmartpricing.org.

For more information, go to www.powersmartpricing.org or contact the Power Smart Pricing team at **1-877-655-6028** or info@powersmartpricing.org.

Sincerely,
The Power Smart Pricing Team



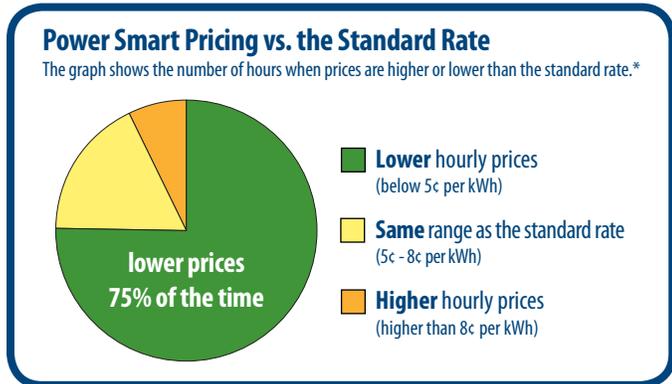
Frequently Asked Questions about Power Smart Pricing

What is Power Smart Pricing?

Power Smart Pricing is an hourly electricity pricing program for residential customers served by Ameren Illinois. It's a new way of paying for electricity, and it's designed to help households save money by being smart about how and when they use energy.

How is Power Smart Pricing different from the standard residential rate?

Under the standard residential rate, electricity costs the same amount no matter what time of day you use it. Power Smart Pricing lets you pay the hourly, wholesale price of electricity. This means that the price of electricity varies from hour to hour throughout the day. Most of the time, the hourly price is lower than the standard residential rate, particularly during the fall, winter, and spring.



Why is Power Smart Pricing a good choice for me?

Power Smart Pricing works a bit like a cell phone plan that offers lower rates for nights and weekends. It lets you pay lower prices for electricity during off-peak times. In addition to nights and weekends, hourly electricity prices often remain low all day during the fall, winter, and spring. This makes it a good choice for customers like you who have high electricity usage during the winter. Power Smart Pricing could help you continue to save on electricity during the winter after the supplemental space heat credit expires.

How can I get the best value from hourly prices?

To reduce your costs with Power Smart Pricing shift some of your electricity use to lower priced times, and use electricity wisely when prices are higher. **Most of the time, the hourly price is lower than the standard fixed rate.**

- Prices tend to remain low most of the time during the fall, winter and spring.
- Higher prices are most likely to occur during the summer on hot weekday afternoons.

*Based on hourly prices for October 2007 through September 2010. Actual prices vary depending on market conditions. Past performance does not guarantee future results.

How much could I save?

Customers like you who signed up for Power Smart Pricing have saved an **average of 16%** compared with what they would have paid on the standard rate. Individual savings vary based on electricity use and market conditions. The more you can shift electricity use to lower-priced times, the more you could save with hourly pricing. Also, keep in mind that this savings level is based on bills for customers who do not receive the Supplemental Space Heat Credit that you have been receiving.

How can I track hourly prices and my use?

You'll receive information and support to make it easy to manage your costs.

- Each evening, prices for the following day are available **online at www.powersmartpricing.org) and by phone at 1.877.655.6028.**
- You'll receive **day-ahead alerts** (by e-mail or phone) to let you know in advance when prices will be high.
- **Online tools** will help you understand and manage your electricity use.
- A specialized **support team** is available to answer questions and help you get the best possible value from hourly electricity pricing.

Is there a fee?

Customers who select Power Smart Pricing will be charged a monthly participation fee of \$2.25. This fee will be included in your electricity bill. Savings from Power Smart Pricing are expected to more than offset this modest monthly charge.

Will I still be an Ameren Customer?

Yes. If you sign up for Power Smart Pricing, Ameren Illinois will continue to deliver your power, respond to service calls and issue your bill. You will receive additional program support from CNT Energy, an independent nonprofit organization dedicated to helping Illinois residents save energy and money. CNT Energy will provide personalized information, services and tools to help you manage your electricity costs.

How long do I have to stay in the program?

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Customer name (PRINT as shown on your electric bill)

Mailing address

City IL State ZIP

()
Phone

E-mail address

Go paperless. Check this option to receive the majority of your program updates electronically rather than in the mail.

2. High Price Alert Method

You will receive day-ahead alerts by phone or e-mail when prices will be 13¢ per kWh or higher. **Please select your high price alert method:**

E-mail **Phone** (Check one)

3. Billing Information

Ameren Illinois rate zone: Zone I (formerly AmerenCIPS / CIPS-ME)
 Zone II (formerly AmerenCILCO)
 Zone III (formerly AmerenIP)

Ameren account # -

Electric (kWh) meter #

You can find your account and meter numbers on page 2 of your Ameren Illinois utility bill. See the reverse side of this form for an example.

4. Customer Signature

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Signature (Must be signed by the person whose name appears on the account)

Contact Name (If different from your customer name)

Date

Power Smart Pricing Program Enrollment Form, page 2

To help CNT Energy maximize your benefits, please provide the following information about your home appliances and electricity usage.

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_____ Number of people in your household

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- Fans
- Window air conditioner(s) Number of units: _____
- Central air conditioner Number of units: _____

Do you have any electricity generating equipment?

- No
- Yes, solar (photovoltaic)
- Yes, backup generator
- Yes, other: _____

6. How You Heard about the Program

How did you learn about this program? (Check all that apply.)

- This mailing
- Information in my utility bill
- Newspaper
- TV
- Radio
- Community meeting
- Word of mouth
- Internet
- Other: _____

Please return this form to:

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2125 W. North Ave.
Chicago, IL 60647-5415

Phone: 1-877-655-6028
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Finding Your Account and Meter Numbers

You can find your account and meter numbers on page 2 of your Ameren Illinois utility bill, as shown below. Look for the meter number next to the reading for **total kWh**.

account number →

ACCOUNT NUMBER	12345-67890
NAME	ANNE EXAMPLE
SERVICE AT	123 SAMPLE LN HOMETOWN, IL 61922

meter number →

TYPE OF READING	METER NUMBER	SERVICE FROM TO	NO. DAYS
Total kWh	12345678	12/01-12/31	31