



2011-04-08 11:00:00 AM EDT www.simantel.com 61090793710 1000 601021 0

**Invoice**

Ameren  
Identity & Education  
One Ameren Plaza  
1901 Chouteau Avenue  
St. Louis, MO 63103

**Invoice Date:** Apr-08-2011  
**Job:** 1012021, (I&E) Energy Efficiency Website Audit

**Invoice:** 39930  
**PO:** 534153

Invoice includes time and costs associated with the audit of Amerens energy efficiency websites as well as development of a landing page.

Time and costs include multiple client meetings in Peoria and St. Louis, account management, digital strategy, design, copywriting, proofreading. Conducting an audit of Ameren.com and ActOnEnergy.com, and presenting those finding in a summary document and PowerPoint presentation. Multiple revisions to the landing page design and communication between IL, Corp, and MO, to come to final agreement.

**Marketing Services**

**Account Services**

Account Coordinator  
Account Manager

**Account Services Total**

**Strategic Services**

Senior Mktg. Consultant

**Strategic Services Total**

**Creative Services**

Creative Director  
Stock Photos  
Designer  
Exec. Creative Director  
Senior Copywriter  
Senior Art Director

**Creative Services Total**

**Digital Services**

Digital Programmer  
Programming  
Digital Strategist

**Digital Services Total**

**Marketing Services Total**

**Miscellaneous Charges**

**Billable Expenses**

simantel

221 W. Water St. Portland, OR 97202 www.simantel.com p. 503.574.7747 f. 503.671.7779

**Invoice**

Page: 2

**Invoice Date:** Apr-08-2011

**Invoice:** 39930

Meals  
Travel Expenses

---

**Billable Expenses Total**

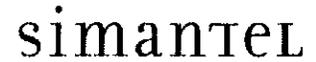
**Miscellaneous Charges Total**

---

**Total**

Total billing including current charges: USD

**Terms:** Net 30



311 www.energi.com | 314 601 6000 www.simantel.com | 314 994 0711 | 1 800 401 7756

**Invoice**

Ameren  
Identity & Education  
One Ameren Plaza  
1901 Chouteau Avenue  
St. Louis, MO 63103

**Invoice Date:** Apr-08-2011  
**Job:** 1012024, (I&E) Guidelines Updates/Training

**Invoice:** 39907  
**PO:** 534153

Invoice includes time and costs associated with updating the ActOnEnergy Guidelines and 4 Ameren Identity Guidelines: Graphics in Print Communications, Written Communications, Online Communications, and Graphics in Video Communications. Updates include incorporating the new Focused Energy. For Life. campaign elements as well as any additional changes requested from Version 1.

Time and costs include client meetings, account management, copywriting, strategy, design and proofreading

Updates to Ameren Corporation guidelines included: video guidelines, mnemonic usage guidelines, logo spacing variations for outdoor and promotional products examples.

Also includes creation of corporate ActOnEnergy guidelines including client meetings and communication with Illinois/Missouri/Corporate regarding type treatment.

**Marketing Services**

**Account Services**

Account Coordinator  
Account Manager

**Account Services Total**

**Strategic Services**

Senior Mktg. Consultant

**Strategic Services Total**

**Creative Services**

Designer  
Senior Copywriter  
Creative Director  
Exec. Creative Director  
Senior Art Director

**Creative Services Total**

**Digital Services**

Digital Strategist

**Digital Services Total**

**Support Services**

Proofreading

**Support Services Total**

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321 SW Water Street Portland, OR 97204 www.simantel.com p. 503.464.7747 f. 503.464.7756

**Invoice**

Page: 2

**Invoice Date:** Apr-08-2011

**Invoice:** 39907

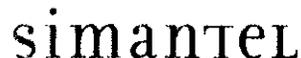
**Marketing Services Total**

---

**Total**

Total billing including current charges: USD

**Terms:** Net 30



1012052 www.simantel.com 39897 1012052 1096231226

**Invoice**

Ameren  
Identity & Education  
One Ameren Plaza  
1901 Chouteau Avenue  
St. Louis, MO 63103

**Invoice Date:** Apr-06-2011  
**Job:** 1012052, (I&E) TH 1st Q 2011 Street Pole Banners

**Invoice:** 39897  
**PO:** 534153

This invoice includes time and expenses for project management, design, creative direction, electronic pre-production associated with creating Street Pole Banners.

**Marketing Services**

**Account Services**

Account Coordinator  
Account Manager  
Senior Account Manager

**Account Services Total**

**Creative Services**

Exec. Creative Director  
Designer

**Creative Services Total**

**Production Services**

Production Manager

**Production Services Total**

**Marketing Services Total**

---

**Total**

Total billing including current charges: USD

**Terms:** Net 30

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## Invoice

Ameren  
Identity & Education  
One Ameren Plaza  
1901 Chouteau Avenue  
St. Louis, MO 63103

**Invoice Date:** Apr-07-2011  
**Job:** 1012025, (I&E) Identity and Education Support

**Invoice:** 39922  
**PO:** 534153

This invoice includes time/expenses for updating weekly status reports, weekly status report meetings, internal meetings, email signature development meetings and design, weekly internal traffic meetings, creation of message matrix/ladder, edits/revisions and proofing, development of PowerPoint covers (horizontal/vertical), Ameren business card revisions/client calls, onsite client meeting discussing various items including launch and communicator presentation, creation of report templates (includes client calls/meetings), uploading various images for miscellaneous website uses, creation of Focused Energy. For Life. boilerplate language and media storage costs. This invoice covers costs incurred from January 2011 - March 2011.

### Marketing Services

#### **Account Services**

Account Coordinator  
Account Manager  
Senior Account Manager  
Project Manager

#### **Account Services Total**

#### **Strategic Services**

Senior Mktg. Consultant

#### **Strategic Services Total**

#### **Creative Services**

Designer  
Copywriting  
Creative Director  
Photography  
Exec. Creative Director  
Senior Copywriter  
Senior Art Director

#### **Creative Services Total**

#### **Production Services**

Production Manager

#### **Production Services Total**

#### **Marketing Services Total**

#### Miscellaneous Charges

#### **Billable Expenses**

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**Invoice**

Page: 2

**Invoice Date:** Apr-07-2011

**Invoice:** 39922

Other Expenses

Phone/Communication

---

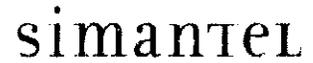
**Billable Expenses Total**

**Miscellaneous Charges Total**

---

**Total**

**Terms:** Net 30



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**Invoice**

Ameren  
Identity & Education  
One Ameren Plaza  
1901 Chouteau Avenue  
St. Louis, MO 63103

**Invoice Date:** Apr-06-2011  
**Job:** 1012061, (I&E) Newsletter Templates/Misc. Support

**Invoice:** 39898  
**PO:** 534153

This invoice includes time and expenses for the creation of three different newsletter concepts for internal Ameren newsletters. Also includes the full development of one CEO newsletter.

**Marketing Services**

**Account Services**

Account Coordinator  
Account Manager

**Account Services Total**

**Strategic Services**

Senior Mktg. Consultant

**Strategic Services Total**

**Creative Services**

Designer  
Copywriting  
Senior Art Director  
Exec. Creative Director

**Creative Services Total**

**Marketing Services Total**

---

**Total**

Total billing including current charges: USD

**Terms:** Net 30



301 SW Water Street, Suite 1100 Portland, OR 97204 www.simantel.com 503.621.3317 FAX 503.621.3336

**Invoice**

Ameren  
Identity & Education  
One Ameren Plaza  
1901 Chouteau Avenue  
St. Louis, MO 63103

**Invoice Date:** Apr-06-2011  
**Job:** 1102027, (I&E) Marketing Material Templates

**Invoice:** 39899  
**PO:** 534153

This invoice includes time and expenses for the creation of marketing templates to illustrate the new look and feel. Includes design/concept of four templates in three design applications.

**Marketing Services**

**Account Services**

Account Manager

**Account Services Total**

**Creative Services**

Art Director

Designer

Exec. Creative Director

**Creative Services Total**

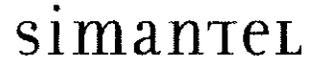
**Marketing Services Total**

---

**Total**

Total billing including current charges: USD

**Terms:** Net 30



309 634.5711 309 634.5711 www.simantel.com

**Invoice**

Ameren  
Identity & Education  
One Ameren Plaza  
1901 Chouteau Avenue  
St. Louis, MO 63103

**Invoice Date:** Apr-06-2011  
**Job:** 1102031, (I&E) Journal Insert -April

**Invoice:** 39916  
**PO:** 534153

This invoice includes time and expenses for the creation of a 4-page insert for the Ameren Journal that will focus on the Focused. Energy. For Life launch, and includes concepting, copywriting, design, creative direction and project management. Also includes the development of a 300-word article for the April edition of the Ameren Journal.

**Marketing Services**

**Account Services**

Account Coordinator  
Account Manager

**Account Services Total**

**Strategic Services**

Senior Mktg. Consultant

**Strategic Services Total**

**Creative Services**

Art Director  
Exec. Creative Director  
Senior Copywriter  
Designer

**Creative Services Total**

**Marketing Services Total**

---

**Total**

Total billing including current charges: USD

**Terms:** Net 30



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**Invoice**

Ameren  
Identity & Education  
One Ameren Plaza  
1901 Chouteau Avenue  
St. Louis, MO 63103

**Invoice Date:** Apr-06-2011  
**Job:** 1102059, (I&E) Focused Energy. For Life. Photos

**Invoice:** 39918  
**PO:** 534153

This invoice includes all time and costs associated with capturing still photography on 4.5 days of the Focused Energy. For Life. video shoot.

Includes the following:

- 4.5 total days of photography, shooting back to back with a video crew on location in Illinois and Missouri, shooting up to 3-4 locations per day.
- Art direction
- Shot lists
- Project management

**Marketing Services**

**Account Services**

Account Manager

**Account Services Total**

**Strategic Services**

Communication Strategist

**Strategic Services Total**

**Creative Services**

Art Director

Photography

**Creative Services Total**

**Marketing Services Total**

**Miscellaneous Charges**

**Billable Expenses**

Travel Expenses

**Billable Expenses Total**

**Miscellaneous Charges Total**

---

**Total**

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021-555-0000 ext. 1000 www.simantel.com 415-555-0000 415-555-0000

**Invoice**

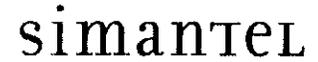
**Page: 2**

**Invoice Date:** Apr-06-2011

**Invoice:** 39918

**Total billing including current charges: USD**

**Terms:** Net 30



1111 W. Main Street, Suite 1000, St. Louis, MO 63102 www.simantel.com p: 314.678.1111 f: 314.678.1154

**Invoice**

Ameren  
Identity & Education  
One Ameren Plaza  
1901 Chouteau Avenue  
St. Louis, MO 63103

**Invoice Date:** Apr-06-2011  
**Job:** 1103034, (I&E) FEFL PPT Template

**Invoice:** 39920  
**PO:** 534153

This invoice includes time associated with concept development and design of a new PowerPoint template based on the feedback from the PowerPoint team.

**Marketing Services**

**Account Services**

Account Coordinator  
Account Manager

**Account Services Total**

**Creative Services**

Art Director  
Senior Art Director

**Creative Services Total**

**Marketing Services Total**

---

**Total**

Total billing including current charges: USD

**Terms:** Net 30



**INVOICE # 1006475170**  
**Invoice Date: 4/1/2011**  
**Due Date: 5/1/2011**

Amt Due:	Amt Enclosed:
----------	---------------

AMEREN ILLINOIS UTILITIES  
300 LIBERTY STREET  
PEORIA, IL 61602

TMP DIRECTIONAL MARKETING  
P.O. BOX 90362  
CHICAGO, IL 60696-0362

Purchase Order #477376

2343081 1006475170 000389192

1672813 /USD7

Tear here and mail top portion with payment

DESCRIPTION	DELIVERY DATE	AMOUNT
Business Services Order#6257594 Our fee for Managing your Yellow Page program	3/15/2011	
Business Services Order#6257779 FlexFirst Charges - March foreign listings	3/15/2011	
Business Services Total		

PUBLICATION	ORDER#	ISSUE	AMOUNT
IL DANVILLE Pub #0999 21.00¢	(019135) 5974756	05/01/2011 Discount	
IL JEFFERSON & FRANKLIN Pub #0562 22.50¢	(019591) 5974768	05/01/2011 Discount	
IL HOYLTN-IRVNGTN & VIC Pub #0558 20.00¢	(020933) 5974809	07/01/2011 Discount	

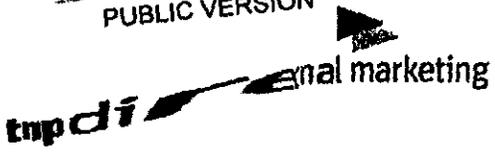
Advertising:  
Discount:  
Yellow Pages Total

\*\*\*\*\* Total Amount Due (USD)



\*0002006475

PUBLIC VERSION



INVOICE # 1006475170  
Invoice Date: 4/1/2011  
Due Date: 5/1/2011

Amnt Due:	Amnt Enclosed:
-----------	----------------

MEREN ILLINOIS UTILITIES  
11 LIBERTY STREET  
MORIA, IL 61602

TMP DIRECTIONAL MARKETING  
P.O. BOX 90362  
CHICAGO, IL 60696-0362

Purchase Order #477376

2343081 1006475170 000389192

1672813 /USD7

Tear here and mail top portion with payment  
Amount Due by May 01, 2011, is

INVOICE # 1006475170

INV DATE: 4/1/2011

CUSTOMER # 2343081

Please Remit To  
Any questions regarding your order please call: 1-800-447-6927  
Any questions regarding payment of your invoice please call: 1-800-526-3718  
A 1.50% Late Fee will be added to all balances over 30 days.

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3.11 www.simantel.com 1-800-691-7742 www.simantel.com p.305-61-7742 1-800-691-7742

**Invoice**

Ameren  
300 Liberty St  
Peoria IL 61602

**Date:** MAR-22-2011**Invoice#:** 39788**Job #:** 1101027**PO#:** 501235

**Job Title:** Warm Neighbors Cool Friends Microsite  
**Campaign:** Team CPR, P.O. # 501235

This invoice is for time and expenses for the first phase of development of WarmNeighborsCoolFriends.org. This micro site will reflect the look and feel already established by the Energy Assistance Foundation and will contain the content currently on AmerenIllinois.com. This invoice also includes the development of a content management system, which will allow updates to be made by Ameren Illinois or Energy Assistance Foundation employees. Includes design, creative direction, project management, programming and testing.

**Account Services**

Account Services

**Account Services Total****Creative Services**

Creative Services

**Creative Services Total****Digital Services**

Digital Services

**Digital Services Total****Total Marketing Services****Discount on Simantel Labor**

Discounts and Allowances

**Discount on Simantel Labor Total****Total Discounts****Total****Terms:** NET 30

# simantel

321 W. Water St., Peoria, IL 61602 | www.simantel.com | 309.671.7747 | 309.671.7756

## Invoice

Ameren  
300 Liberty St  
Peoria IL 61602

**Date:** MAR-22-2011

**Invoice#:** 39787

**Job #:** 1011035

**PO#:** 501235

**Job Title:** Team CPR communication and education strategy  
**Campaign:** Team CPR, P.O. # 501235

This invoice is for time and expenses to develop a strategy and tactics for educating Ameren Illinois co-workers about the Team CPR communication process.

Includes: client meetings to gather information and present recommendation, strategic planning sessions to organize and process current communication plans and tactics in order to determine the specific information and simplified approach that effectively resonates with co-workers outside of Team CPR, design of process chart and expanded process brochure, creation of PPT slides that progress through each stage of the process chart, copywriting for brochure that integrates the process chart, a creative brief and corporate strategic initiatives, specifically the integration and optimization initiative.

### Account Services

Account Services

---

### Account Services Total

### Strategic Services

Strategic Services

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### Strategic Services Total

### Creative Services

Creative Services

---

### Creative Services Total

### Total Marketing Services

### Discount on Simantel Labor

Discounts and Allowances

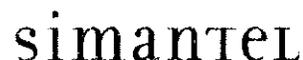
### Discount on Simantel Labor Total

### Total Discounts

---

### Total

**Terms:** NET 30



321 SW Water Street, Peoria, IL 61602 www.simantel.com 314.691.1111 314.691.2756

**Invoice**

Ameren  
Team CPR  
300 Liberty St  
Peoria IL 61602

**Date:** MAR-22-2011

**Invoice#:** 39785

**Job #:** 1011026

**PO#:** 501235

**Job Title:** Digital Billboards (w/ Ameren Illinois logos)

This invoice is for time and expenses to develop and finalize a new digital billboard focused on winter storm safety.

Includes: project management, design, creative direction, production services and stock photography

**Account Services**

Account Services

---

**Account Services Total**

**Creative Services**

Creative Services

Photography

---

**Creative Services Total**

**Production Services**

Production Services

---

**Production Services Total**

**Total Marketing Services**

**Discount on Simantel Labor**

Discounts and Allowances

---

**Discount on Simantel Labor Total**

**Total Discounts**

---

**Total**

**Terms:** NET 30



1111 W. Liberty Street, Peoria, IL 61602 | www.simantel.com | Phone: 309.691.0000 | Fax: 309.691.0000

**Invoice**

Ameren  
300 Liberty St  
Peoria IL 61602

**Date:** MAR-22-2011

**Invoice#:** 39746

**Job #:** 1101058

**PO#:** 501235

**Job Title:** 2011 General Web Updates

This invoice includes Simantel's time related to client meetings, project management, creative direction, copy review/editing for the following website updates and consultation activities through the month of February:

Monthly status meetings, provided billing details, reviewed metrics and hosting fees for IllinoisPowerSwitch.com, IllinoisRateFacts.com and the transmission sites. Made the following updates to IllinoisRateFacts.com: revised copyright, troubleshoot video player issues, discussing and troubleshooting Facebook and Twitter links, provided photos for Ameren.com banner, updated AIU logo, advised on uploading images, troubleshooting load speeds, and adding video player to left hand navigation. Made supplier updates to IllinoisPowerSwitch.com. Updated Twitter background for IllinoisOutage.com.

**Account Services**

Account Services

**Account Services Total**

**Creative Services**

Creative Services

**Creative Services Total**

**Digital Services**

Digital Services

Programming

**Digital Services Total**

**Total Marketing Services**

**Discount on Simantel Labor**

Discounts and Allowances

**Discount on Simantel Labor Total**

**Total Discounts**

simantel

321 sw water st, prohm, al 67602 www.simantel.com p.405.671.7747 f.309.671.7756

**Invoice**

Page: 2

Date: MAR-22-2011

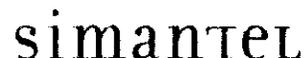
Invoice#: 39746

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**Total**

**USD**

Terms: NET 30



301 E. State St. Peoria IL 61602 www.simantel.com 309.693.1212 FAX 309.693.1273

**Invoice**

Ameren  
Team CPR  
300 Liberty St  
Peoria IL 61602

**Date:** MAR-22-2011

**Invoice#:** 39752

**Job #:** 1011016

**PO#:** 501235

**Job Title:** Facts On Energy for 2011

This invoice includes Simantel's time and expenses through February involved with the application of the established look and feel to February, March and April print and e-versions of Facts On Energy in order to educate customers of safety and energy efficiency measures. Also includes a redesign of the print version

Includes: project management, creative direction, design, copy editing, electronic pre-press and programming of html

**Account Services**

Account Services

**Account Services Total**

**Creative Services**

Creative Services

**Creative Services Total**

**Production Services**

Production Services

**Production Services Total**

**Digital Services**

Digital Services

**Digital Services Total**

**Total Marketing Services**

**Discount on Simantel Labor**

Discounts and Allowances

**Discount on Simantel Labor Total**

**Total Discounts**

**simantel**

321 SW Water St. Portland, OR 97202 www.simantel.com © 2009-2011 503.774.1309 503.774.1756

***Invoice***

Page: 2

**Date:** MAR-22-2011

**Invoice#:** 39752

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**Total**

**Terms:** NET 30

PUBLIC VERSION

Schedule WPC-8 Attach 1 Part 2



**FRYE-WILLIAMSON PRESS, INC.**

P.O. Box 1057, Springfield, IL 62705  
217-522-7744 Toll Free 888-545-6350 Fax: 217-522-7785

[www.fryewilliamson.com](http://www.fryewilliamson.com)

Invoice No.:	26060
Date:	4/8/2011
Customer No.:	000000001081
Job No.:	26786
Customer PO:	520469
Salesperson:	

**Bill To:**

AMEREN  
ATTN:  
300 LIBERTY STREET,  
PEORIA IL 61602

**Ship To:**

AMERENIP -  
MC: E-17  
370 S. MAIN STREET  
DECATUR IL 62523

---

WARM NEIGHBORS COOL FRIENDS APPLICATION FORMS  
FORMS #WNCF - APP 11/10 -- revised  
PRT CARBONLESS 2C 1 SIDE PADDED AT TOP

Itemized Tax Summary:  
Taxable Material:

---

**Terms:** Net 30 Days  
2% per month finance charge  
or 24% annual percentage rate added after 30 days

Please return one copy with remittance.

We now accept Visa, Mastercard & Discover

**Sub Total:**  
**Tax:**  
**Frgh/Postage:**  
**Deposit:**

**Please Remit :**

PUBLIC VERSION

Schedule WPC-8 Attach 1 Part 2

Invoice No.:	26060
Date:	4/8/2011
Customer No.:	000000001081
Job No.:	26786
Customer PO:	
Salesperson:	



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**Bill To:**

AMEREN  
ATTN:  
300 LIBERTY STREET,  
PEORIA IL 61602

**Ship To:**

AMERENIP -  
MC: E-17  
370 S. MAIN STREET  
DECATUR IL 62523

---

WARM NEIGHBORS COOL FRIENDS APPLICATION FORMS  
FORMS #WNCF - APP 11/10 -- revised  
PRT CARBONLESS 2C 1 SIDE PADDED AT TOP

Itemized Tax Summary:  
Taxable Material:

---

**Terms:** Net 30 Days  
2% per month finance charge  
or 24% annual percentage rate added after 30 days

Please return one copy with remittance.

We now accept Visa, Mastercard & Discover

**Sub Total:**  
**Tax:**  
**Frght/Postage:**  
**Deposit:**

**Please Remit :**

PUBLIC VERSION

Schedule WPC-8 Attach 1 Part 2



**FRYE-WILLIAMSON PRESS, INC.**

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217-522-7744 Toll Free 888-545-6350 Fax: 217-522-7785

[www.fryewilliamson.com](http://www.fryewilliamson.com)

Invoice No.:	25976
Date:	3/31/2011
Customer No.:	000000001081
Job No.:	26250
Customer PO:	520469
Salesperson:	

**Bill To:**

AMEREN MISSOURI  
ATTN: MC: E-17  
370 S. MAIN ST  
DECATUR IL 62523

**Ship To:**

AMEREN  
ATTN: MC: E-17  
370 S. MAIN ST  
DECATUR IL 62523

---

ENERGY ASSISTANCE FOUNDATION MEMOPADS  
PADS OF EA. COLOR 1SIDE  
PAD AT TOP  
70# WHITE OFFSET  
LESS CREDIT FOR COLOR VARIANCE

Itemized Tax Summary:  
Taxable Material:

---

**Terms:** Net 30 Days  
2% per month finance charge  
or 24% annual percentage rate added after 30 days

Please return one copy with remittance.

We now accept Visa, Mastercard & Discover

**Sub Total:**  
**Tax:**  
**Frght/Postage:**  
**Deposit:**

**Please Remit**

<b>Invoice Number</b> 7-460-85878	<b>Invoice Date</b> Apr 14, 2011	<b>Account Number</b>	<b>Page</b> 1 of 4
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FedEx Tax ID: 71-0427007

**Billing Address:**  
AMEREN CILCO  
ACCOUNTS PAYABLE  
300 LIBERTY ST  
PEORIA IL 61602-1404

**Shipping Address:**  
AMEREN CILCO  
300 LIBERTY ST  
PEORIA IL 61602-1404

**Invoice Questions?**  
**Contact FedEx Revenue Services**  
Phone: (800) 622-1147 M-Sa 7-6 (CST)  
Fax: (800) 548-3020  
Internet: [www.fedex.com](http://www.fedex.com)

**Invoice Summary Apr 14, 2011**

<b>FedEx Express Services</b>	
Transportation Charges	
Base Discount	
Special Handling Charges	
Total Charges	USD
<b>TOTAL THIS INVOICE</b>	<b>USD</b>

**FedEx News!**  
New service now available with FedEx Express FedEx 2Day® A.M.: Packages delivered on the second business day by 10:30 a.m. to most areas and noon to some ZIP codes. For additional information go to [fedex.com/us/service-guide/](http://fedex.com/us/service-guide/)

You saved \$7.59 in discounts this period!

Other discounts may apply.

To ensure proper credit, please return this portion with your payment to FedEx. Please do not staple or fold. Please make check payable to FedEx.

For change of address, check here and complete form on reverse side.

<b>Invoice Number</b> 7-460-85878	<b>Account Number</b>	<b>Amount Due</b> USD!
--------------------------------------	-----------------------	---------------------------

**Remittance Advice**

Your payment is due by Apr 29, 2011

061602657460858785700000665713

0058194 01 AT 0.354 \*\*AUTO TO 1 1103 61602-140000 -C01-P58252-11



AMEREN CILCO  
ACCOUNTS PAYABLE  
300 LIBERTY ST  
PEORIA IL 61602-1404



FedEx  
P.O. Box 94515  
PALATINE IL 60094-4515



600940077177

<b>Invoice Number</b> 7-460-85878	<b>Invoice Date</b> Apr 14, 2011	<b>Account Number</b>	Page 2 of 4
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**Adjustment Request**  
**Fax to (800) 548-3020**

Use this form to fax requests for adjustments due to the reasons indicated below. Requests for adjustments due to other reasons, including service failures, should be submitted by going to [www.fedex.com](http://www.fedex.com) or calling 800.622.1147. Please use multiple forms for additional requests.

Please complete all fields in black ink.

Requestor Name \_\_\_\_\_ Date \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Phone \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Fax # \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

E-mail Address \_\_\_\_\_  Yes, I want to update account contact with the above information.

Tracking Number	Bill to Account	\$ Amount
_____	_____	_____ . _____
_____	_____	_____ . _____
_____	_____	_____ . _____
_____	_____	_____ . _____

- |                                 |                                |                                   |   |
|---------------------------------|--------------------------------|-----------------------------------|---|
| <b>ADR - Address Correction</b> | <b>INW - Incorrect Weight</b>  | <b>OVS - Oversize Surcharge</b>   | <b>For all Service failures or other surcharges please use our web site <a href="http://www.fedex.com">www.fedex.com</a> or call (800) 622-1147</b> |
| <b>DVC - Declared Value</b>     | <b>INS - Incorrect Service</b> | <b>RSU - Residential Delivery</b> |   |
| <b>IAN - Invalid Acct #</b>     | <b>OCF - Grd Pick-up Fee</b>   | <b>PND - Pwrshp Not Delivered</b> |   |
|                                 | <b>OCS - Exp Pick-up Fee</b>   | <b>SDR - Saturday Delivery</b>    |   |

Tracking Number	Code	\$ Amount	Rerate information only (round to nearest inch)			
			LBS	L	W	H
_____	_____	_____ . _____	_____	_____ X	_____ X	_____
_____	_____	_____ . _____	_____	_____ X	_____ X	_____
_____	_____	_____ . _____	_____	_____ X	_____ X	_____
_____	_____	_____ . _____	_____	_____ X	_____ X	_____
_____	_____	_____ . _____	_____	_____ X	_____ X	_____

**Check all that apply** Effective Date \_\_\_\_ / \_\_\_\_ / \_\_\_\_

<input type="checkbox"/> <b>Shipping Address (Physical Address)</b>	<input type="checkbox"/> <b>Billing Address Only</b> <input type="checkbox"/> <b>Billing Same As Shipping Address</b>
Company _____	Company _____
Address _____	Address _____
Address _____	Address _____
Dept. _____	Dept. _____
Floor _____ Apt/Suite # _____	Floor _____ Apt/Suite # _____
City _____	City _____
State _____ Zip Code _____ - _____	State _____ Zip Code _____ - _____
Phone _____ - _____ - _____	Phone _____ - _____ - _____
Fax # _____ - _____ - _____	Fax # _____ - _____ - _____



<b>Invoice Number</b> 7-460-85878	<b>Invoice Date</b> Apr 14, 2011	<b>Account Number</b>	<b>Page</b> 3 of 4
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**FedEx Express Shipment Summary By Payor Type**

**FedEx Express Shipments (Original)**

Payor Type	Shipments	Rated Weight lbs	Transportation Charges	Special Handling Charges	Ret Chg/Tax Credits/Other	Discounts	Total Charges
Shipper		15.0					
<b>Total FedEx Express</b>		<b>15.0</b>					

**Total This Invoice**

**USD**

<b>Invoice Number</b> 7-460-85878	<b>Invoice Date</b> Apr 14, 2011	<b>Account Number</b>
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**FedEx Express Shipment Detail By Payor Type (Original)**

Dropped off: Apr 04, 2011  
 Payer: Shipper  
 Cons. Ref.: NO REFERENCE INFORMATION  
 Ref.#:

- Fuel Surcharge - FedEx has applied a fuel surcharge of 13.00% to this shipment.
- Distance Based Pricing, Zone 5

Automation: USAB  
 Tracking ID: 872853998846  
 Service Type: FedEx Express Saver  
 Package Type: Customer Packaging  
 Zone: 05  
 Packages: 1  
 Rated Weight: 3.0 lbs, 1.4 kgs  
 Delivered: Apr 07, 2011 09:11  
 Svc Area: A1  
 Signed by:  
 FedEx Use: 009410806/0007173/

Sender  
 AMEREN CILCO  
 300 LIBERTY ST  
 PEORIA IL 61602-1404 US

Recipient  
 JPW ASSOC INC  
 11 E TAYLOR AVE  
 AUDUBON NJ 08108 US

Transportation Charge  
 Discount  
 Fuel Surcharge  
 Total Charge: USD

Dropped off: Apr 04, 2011  
 Payer: Shipper  
 Cons. Ref.: NO REFERENCE INFORMATION  
 Ref.#:

- Fuel Surcharge - FedEx has applied a fuel surcharge of 13.00% to this shipment.
- Distance Based Pricing, Zone 3
- FedEx has audited this shipment for correct packages, weight, and service. Any changes made are reflected in the invoice amount.
- We calculated your charges based on a dimensional weight of 12.0lbs, 18" x 12" x 9", divided by 166.

Automation: USAB  
 Tracking ID: 872853998857  
 Service Type: FedEx Express Saver  
 Package Type: Customer Packaging  
 Zone: 03  
 Packages: 1  
 Actual Weight: 10.0 lbs, 4.5 kgs  
 Rated Weight: 12.0 lbs, 5.4 kgs  
 Delivered: Apr 06, 2011 11:44  
 Svc Area: A4  
 Signed by:  
 FedEx Use: 009410806/0007169/

Sender  
 AMEREN CILCO  
 300 LIBERTY ST  
 PEORIA IL 61602-1404 US

Recipient  
 AMEREN  
 401 N ILLINOIS  
 CARBONDALE IL 62901 US

Transportation Charge  
 Fuel Surcharge  
 Discount  
 Total Charge: USD

Picked up: Apr 08, 2011  
 Payer: Shipper  
 Cons. Ref.: NO REFERENCE INFORMATION  
 Ref.#:

- Fuel Surcharge - FedEx has applied a fuel surcharge of 13.00% to this shipment.
- Distance Based Pricing, Zone 2
- Package Delivered to Recipient Address - Release Authorized

Automation: USAB  
 Tracking ID: 874190480367  
 Service Type: FedEx Priority Overnight  
 Package Type: FedEx Envelope  
 Zone: 02  
 Packages: 1  
 Rated Weight: N/A  
 Delivered: Apr 09, 2011 11:15  
 Svc Area: A1  
 Signed by: see above  
 FedEx Use: 009800362/0000186/02

Sender  
 AMEREN CILCO  
 300 LIBERTY ST  
 PEORIA IL 61602-1404 US

Recipient  
 AMEREN ILLINOIS  
 2900 BRISTOL WAY  
 GLEN CARBON IL 62034 US

Transportation Charge  
 Courier Pickup Charge  
 Fuel Surcharge  
 Residential Delivery  
 Saturday Delivery  
 Discount  
 Total Charge: USD

**Shipper Subtotal: USD**  
**Total FedEx Express: USD**



10150 Waterfront Court, Suite 1100 St. Louis, MO 63103 www.simantel.com 314.421.7717 FAX 314.421.7719

**Invoice**

Ameren  
Identity & Education  
One Ameren Plaza  
1901 Chouteau Avenue  
St. Louis, MO 63103

**Invoice Date:** Feb-18-2011  
**Job:** 1101045, (I&E) TV Spot Testing

**Invoice:** 39521  
**PO:** 487804

This invoice is for focus testing customer communication (television spots) in Illinois and Missouri. Invoice includes discussion guide development (including quantitative and qualitative focus), focus group site location and preparation, client meetings, focus group recruitment, testing in four locations with a total of 10 focus groups. Also includes formalized summary of findings and presentation of findings.

**Marketing Services**

**Account Services**

Account Coordinator  
Account Manager

**Account Services Total**

**Strategic Services**

Honoraria  
Research  
Senior Mktg. Consultant

**Strategic Services Total**

**Marketing Services Total**

**Miscellaneous Charges**

**Billable Expenses**

Travel Expenses

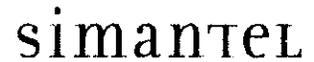
**Billable Expenses Total**

**Miscellaneous Charges Total**

---

**Total**

**Terms:** Net 30



5430 N. Central Expressway, Suite 600, St. Louis, MO 63105-3200  
www.simantel.com | Phone: 314.241.1234 | Fax: 314.241.1235

**Invoice**

Ameren  
Corporate  
PO Box 66149, MC 100  
St. Louis, MO 63166-6149

**Invoice Date:** Feb-28-2011  
**Job:** 1010013, (Corp) Methane to Megawatts (Renaming of Plants)  
**Acct Superv:** Jaci Fones

**Invoice:** 39633  
**PO:** 487804

This invoice includes review of AER signage, three client meetings, two rounds of revisions on naming concepts, layouts of three signs, additional layouts of three signs, creation of additional PowerPoint presentation and speaker's notes, additional presentation to client of naming convention/signage, and travel to St. Louis.

**Marketing Services**

**Account Services**

Account Manager

**Account Services Total**

**Strategic Services**

Senior Mktg. Consultant

**Strategic Services Total**

**Creative Services**

Exec. Creative Director

Senior Copywriter

**Creative Services Total**

**Marketing Services Total**

---

**Total**

**Terms:** Net 30

# simantel

add any water to the original amount www.simantel.com 800-475-7772 100% OFFER 1/11

## Invoice

Ameren  
Identity & Education  
PO Box 66149, MC 100  
St. Louis, MO 63166-6149

**Invoice Date:** Feb-24-2011  
**Job:** 1010016, (I&E) Town Hall Meeting Q1 2011  
**Acct Superv:**

**Invoice:** 39614  
**PO:** 487804

Invoice is for the development of the 1st Quarter, 2011, Town Hall meeting PowerPoint presentation and subsequent materials. Includes design and creation of PowerPoint slides, photo selection, copywriting speakers notes and instructor's guide, gathering/creating addendum materials and divider page printing costs. Also includes travel time, client meetings (3 meetings) and several rounds of revisions.

### Marketing Services

#### Account Services

Account Coordinator  
Account Manager  
Senior Account Manager  
Travel Time

#### Account Services Total

#### Strategic Services

Senior Mktg. Consultant  
Communication Strategist

#### Strategic Services Total

#### Creative Services

Senior Copywriter  
Designer  
Creative Director

#### Creative Services Total

#### Production Services

Production Manager

#### Production Services Total

#### Marketing Services Total

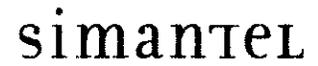
### Branded Products

#### Other Project Costs

Shipping/Delivery

#### Other Project Costs Total

#### Branded Products Total



City of Waterloo - Journal File # 01: www.simantel.com p. 309,671,771 of 309,671,775

**Invoice**

Page: 2

**Invoice Date:** Feb-24-2011

**Invoice:** 39614

**Miscellaneous Charges**

**Billable Expenses**

Materials

Meals

Other Expenses

Travel Expenses

**Billable Expenses Total**

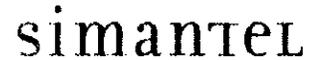
**Miscellaneous Charges Total**

---

**Total**

**Terms:** Net 30





101 W. Liberty St. Peoria, IL 61602 www.simantel.com p:309.691.7700 f:309.691.7756

**Invoice**

Ameren  
300 Liberty St  
Peoria IL 61602

**Date:** MAR-22-2011

**Invoice#:** 39745

**Job #:** 1101057

**PO#:** 501235

**Job Title:** 2011 Messaging Services

Consultation activities include client and team meetings, phone consultation, and general marketing services. Activities through the month of February:

Monthly status meetings, providing billing details, archiving, discussing corporate decisions and impact on Illinois, ordering Kids Act On Energy bookmarks, sending Kids Act On Energy artwork for Tami to update, NPR schedule update, and consultation on weather partnership with WEEK.

**Account Services**

Account Services

---

**Account Services Total**

**Total Marketing Services**

**Discount on Simantel Labor**

Discounts and Allowances

---

**Discount on Simantel Labor Total**

**Total Discounts**

---

**Total**

**Terms:** NET 30

PUBLIC VERSION

Schedule WPC-8 Attach 1 Part 2

Advanced Video Productions, Inc  
223 Court Street  
Pekin, IL 61554  
phone 309-347-8401

# Invoice

<b>Bill To:</b>
Central II Light Co. D/B/A AmerenCilco Accounts Payable Section P O Box 66892 St. Louis, MO 63166-6892

Date	Invoice No.	P.O. Number	Terms	Project
04/25/11	18634	526952	Net 10	

Description	Quantity	Rate	Amount
Project: Energy Diversion... It's a crime High Definition Post Production Hour(s)			
			<b>Total</b>

PUBLIC VERSION

Schedule WPC-8 Attach 1 Part 2

Advanced Video Productions, Inc  
223 Court Street  
Pekin, IL 61554  
phone 309-347-8401

# Invoice

Bill To:
Ameren Illinois 300 Liberty St. Peoria, IL 61602

Date	Invoice No.	P.O. Number	Terms	Project
04/25/11	18633	526952	Net 10	

Description	Quantity	Rate	Amount
Warm Neighbors Cool Friends DVD Duplication			
			Total

PUBLIC VERSION

Advanced Video Productions, Inc  
223 Court Street  
Pekin, IL 61554  
phone 309-347-8401

Schedule WPC-8 Attach 1 Part 2

# Invoice

<b>Bill To:</b> Central Il Light Co. D/B/A AmerenCilco Accounts Payable Section P O Box 66892 St. Louis, MO 63166-6892
--

Date	Invoice No.	P.O. Number	Terms	Project
04/25/11	18636	526952	Net 10	

Description	Quantity	Rate	Amount
Project: February Storm High Definition Field Production Day(s) High Definition Post Production Day(s) Archive			
			<b>Total</b>

PUBLIC VERSION

Schedule WPC-8 Attach 1 Part 2

# Invoice

Advanced Video Productions, Inc  
223 Court Street  
Pekin, IL 61554  
phone 309-347-8401

<b>Bill To:</b> Central II Light Co. D/B/A AmerenCilco Accounts Payable Section P O Box 66892 St. Louis, MO 63166-6892
--

Date	Invoice No.	P.O. Number	Terms	Project
04/25/11	18632	526952	Net 10	

Description	Quantity	Rate	Amount
Project: Persimmon Gas Safety Training/kickoff High Definition Field Production Hour(s) High Definition Post Production Day(s) DVD Duplication Archive			
<b>Total</b>			

PUBLIC VERSION

Schedule WPC-8 Attach 1 Part 2

Advanced Video Productions, Inc  
223 Court Street  
Pekin, IL 61554  
phone 309-347-8401

# Invoice

Bill To:
Central II Light Co. D/B/A AmerenCilco Accounts Payable Section P O Box 66892 St. Louis, MO 63166-6892

Date	Invoice No.	P.O. Number	Terms	Project
04/25/11	18631	526952	Net 10	

Description	Quantity	Rate	Amount
Project: Decatur Call Center 20th Anniversary High Definition Field Production Day(s) High Definition Post Production Day(s) DVD Duplication Travel Miles Archive			
			Total

PUBLIC VERSION

Schedule WPC-8 Attach 1 Part 2

# Invoice

Advanced Video Productions, Inc  
223 Court Street  
Pekin, IL 61554  
phone 309-347-8401

<b>Bill To:</b> Central II Light Co. D/B/A AmerenCilco Accounts Payable Section P O Box 66892 St. Louis, MO 63166-6892
--

Date	Invoice No.	P.O. Number	Terms	Project
04/25/11	18629	526952	Net 10	

Description	Quantity	Rate	Amount
Project: Storm Response video High Definition Field Production Hour(s) High Definition Post Production Day(s) Producer/Director Archive			
<b>Total</b>			

ELECTRONIC INVOICE

Source: AMAP\_ISP

Page 1 of 1

Invoice No.: 25927

Invoice Date: 04/27/2011

Total Due:

Supplier#: 71953

Supplier Site: 01EDWARDS

Remit to:

Bill to: AIC

Ship to: AMEREN ILLINOIS COMPANIES

GENERAL OFFICE BUILDING

300 LIBERTY ST  
PEORIA

61602

PO#: 529219 Rel#:

PO Date: 07/25/2011

PO Buyer ID: E34492

Due Date: 05/27/2011

Terms: NET 30

Discount Due Date:

DETAIL SECTION

PO Line#	QUAN.	U/M	Price	Line Type	Item#	Description	Store Room	Amount
1		UNIT		ITEM		Wayne Printing provides printing for bill inserts and brochures.	4038 300 LIBERTY	
1		UNIT		ITEM		Wayne Printing provides printing for bill inserts and brochures.	4038 300 LIBERTY	
				TAX				

\* For 1099 tax reporting purposes, labor may be included in this amount.



PUBLIC VERSION

Schedule WPC-8 Attach 1 Part 2

Remit to:

**J.J. Collins**  
Printers since 1878

**Invoice:** 133766 (Continued)  
**Invoice Date:** 4/25/2011  
**Job:** 78244  
**Salesperson:**  
**Purchase Order:** 529220  
**Form Number:** 18793

**Bill To:** 267761  
Ameren Corp Subsidiaries  
Accts Payable Section  
PO Box 66892  
St. Louis MO 63166-6892

Not a chain of custody job

Qty Shipped	Description	Unit-Price	U/M	Amount
	Ameren FactsOnEnergy NEWSLETTER 18793 MAY 2011 ONE VERSION			
	Shipped to Hazelwood, MO. 4/19/11 via Conway			
	Shpd to Ameren, Springfield, IL. 4/20/11 via USPO			
	Shpd to Ameren, St. Louis, MO. 4/20/11 via USPO			
	Shpd to Ameren, St. Louis, MO. 4/20/11 via USPO			
	Shpd to Ameren, Springfield, IL. 4/20 via USPO			
	Shpd to Ameren, Decatur, IL. 4/20 via USPO			
	Shpd to Ameren, Belleville, IL. 4/20 via USPO			
	Shpd to Ameren, Marion, IL. 4/20 via USPO			
	Shpd to Ameren, Mattoon, IL. 4/20 via USPO			
	Shpd to Ameren, Quincy, IL. 4/20 via USPO			
	Shpd to Ameren, Maryville, IL. 4/20 via USPO			
	Shpd to AmerenCILCO, Peoria, IL. 4/20 via USPO			

Telephone (630) 960-2525 Fax (630) 960-7487  
Servicing Your Printing Needs Since 1878



PUBLIC VERSION

Schedule WPC-8 Attach 1 Part 2

Remit to:

**J.J. Collins**  
Printers since 1878

**Invoice:** 133766  
**Invoice Date:** 4/25/2011  
**Job:** 78244  
**Salesperson:**  
**Purchase Order:** 529220  
**Form Number:** 18793

**Bill To:** 267761  
Ameren Corp Subsidiaries  
Accts Payable Section  
PO Box 66892  
St. Louis MO 63166-6892

Not a chain of custody job

Qty Shipped	Description	Unit-Price	U/M	Amount
	Shpd to Ground			AmerenCILCO, Peoria, IL.4/20 via UPS
	Shpd to USPO			AmerenCILCO, Peoria, IL.4/20 via
	Freight charges:			

**Net Sales:**  
**Freight - Non-Taxable:**

**Invoice Total:**

Terms: Due in 30 days



**BILL OF LADING** 78244-0-14

Schedule WPC-8 Attach 1 Part 2

Original-Not Negotiable  
SUBJECT TO THE TERMS AND CONDITIONS OF THE  
UNIFORM BILL OF LADING

**J.J. Collins**  
Printers since 1878

Shipper: J.J. COLLINS PRINTERS  
2351 MADISON AVENUE  
CHARLESTON, IL 61920

INSIDE DELIVERY REQUIRED

**BILL FREIGHT CHARGES PREPAID TO:**  
J.J. COLLINS PRINTERS  
7125 JANES AVE., SUITE 200  
WOODRIDGE, IL 60517

Ship To: FiServ

Carrier: CCX 1-877-537-6964

5875 North Lindbergh Blvd. Dock Doors 12-14

309-611-5275  
Hazelwood, MO 63042

170-844995

Driver's signature acknowledges receipt of freight only. Unless otherwise agreed to under separate contract, terms and conditions of tariff CRRW 100 apply.

PRO NO. 9  
LAW 2000-00  
EDUSPCL #  
DEST SIC

PO: 529220 Form: 18793 JJC: 78244 Ameren  
Qty Cartons: 4/19/2011. Time 12:44:59

**DO NOT DOUBLE STACK SKIDS**  
DELIVERIES SHOULD BE SCHEDULED IN ADVANCE BY CONTACTING RICK STROHECKER @  
314-447-4108

**DOCK DOORS 12-14 ARE FOR WH RECEIVING**

TOTAL: CARTONS:                      PALLETS:  
GROSS WEIGHT 9,972 NET WEIGHT 9,812 TARE WEIGHT 360 CLASS 55 Printed Matter NMFC # 153760-01

**SHIPPER CERTIFICATION:**  
This is to certify that the above named materials are properly classified, described, packaged, marked and labeled and are in proper condition for transportation according to the applicable regulations of the Department of Transportation.

Shipper Signature: *Dale Robertson* DATE: 4/19/11

RECEIVED, subject to the classifications and tariffs in effect on the date of the issue of this Bill of Lading, at Charleston, IL, the property described above in apparent good order, except as noted (contents and condition of contents of packages unknown), marked, consigned, and destined as indicated above, which said carrier (the word carrier being understood throughout this contract as meaning any person or corporation in possession of the property under the contract) agrees to carry to its usual place of delivery at said destination, if on its route, otherwise to deliver to another carrier on the route to said destination. It is mutually agreed, as to each carrier of all or any of said property, over all or any portion of said route to destination, and as to each party at any time interested in all or any of said property, that every service to be performed hereunder shall be subject to the terms and conditions of the Uniform Domestic Straight Bill of Lading set forth (1) in Official Southern, Western and Illinois Freight Classifications in effect on the date hereof, if this is a rail or rail-water shipment, or (2) in the applicable motor carrier classification or tariff if this is a motor carrier shipment.

Shipper hereby certifies that he is familiar with all the terms and conditions of the said bill of lading set forth in the classification or tariff which governs the transportation of this shipment, and the said terms and conditions are hereby agreed to by the shipper and accepted for himself and his assigns.

**CARRIER CERTIFICATION**

Carrier acknowledges receipt of packages and required placards. Carrier certifies emergency response information was made available and/or carrier has the DOT emergency response guidebook or equivalent document in the vehicle.

Driver Signature:	Date Received:	Time Received:	AM/PM
-------------------	----------------	----------------	-------

Printed: 4/19/2011 12:53

*J. Green*  
4-19-11 14:15  
(9) SWS



**J.J. Collins**

Printers since 1878

2351 Madison Avenue, Charleston, Illinois 61920-2399

**TO:**

AmerenCILCO  
300 Liberty St. 3rd Floor  
Peoria, IL 61602

24W727 APR 20, 2011 ACT WT 6.4 LBS #PK 1  
SVC ONDCOM BL WT 7.0 LBS  
TRACKING# 1Z24W7270371027297 ALL CURRENCY USD  
REF 1:78244 SAMPLES  
REF 2:

HC 0.00	CNS 0.00	FRT: SHP	
SHIPMENT PUB RATE CHARGES:		SVC	USD
OV 0.00	COD 0.00	RS	0.00
DC 0.00	DGD 0.00		
AH 0.00	PR 0.00	ROD	
TOT PUB CHG 6.73		PUB + HANDLING	

simanTEL

011 www.simantel.com 314 6792 www.simantel.com 309 537730 309 537730

**Invoice**

Ameren  
300 Liberty St  
Peoria, IL 61602

**Invoice Date:** Apr-26-2011  
**Job:** 1011039, Municipal resource guide  
**Campaign:** Team CPR, P.O. # 501235

**Invoice:** 40093  
**PO:** 537730

This invoice includes Simantel's time and expenses through March to revise the current, Ameren Illinois municipalities booklet to make it an all encompassing resource, listing new relevant information.

Includes: project management, client meetings, design, creative direction, copyediting, proofreading, production services and estimated printing costs.

**Marketing Services**

Account Services  
Creative Services  
Stock Photos  
Production Services  
Printing

**Marketing Services Total**

**Discounts**

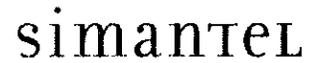
Discounts and Allowances

**Discounts Total**

---

**Total**

**Terms:** Net 30



4215 W. Waterloo Road, Peoria, IL 61614 www.simantel.com 309.693.0167 fax 309.693.0176

**Invoice**

Ameren  
300 Liberty St  
Peoria, IL 61602

**Invoice Date:** Apr-26-2011  
**Job:** 1101057, 2011 Messaging Services

**Invoice:** 40094  
**PO:** 537730

Consultation activities include client and team meetings, phone consultation, and general marketing services. Activities through the month of March:

Monthly status meetings, providing billing details, archiving, consultation and development of materials for WEEK weather sponsorship (web banners, call to action and approval to materials), delivery of KAOE bookmarks, providing instructions for updating Twitter backgrounds, forwarding KAOE files for text adjustment, consultation on approved corporate artwork, providing 2010 scope document, providing final "Go Paperless" files,

**Marketing Services**

- Account Services
- Creative Services
- Digital Services

**Marketing Services Total**

**Discounts**

Discounts and Allowances

**Discounts Total**

---

**Total**

**Terms:** Net 30

simantel

101 E. Water Street, Peoria, IL 61602 | www.simantel.com | 309.671.2217 | 309.671.2734

**Invoice**

Ameren  
300 Liberty St  
Peoria, IL 61602

**Invoice Date:** Apr-26-2011  
**Job:** 1101058, 2011 General Web Updates

**Invoice:** 40095  
**PO:** 537730

This invoice includes Simantel's time related to client meetings, project management, creative direction, copy review/editing for the following website updates and consultation activities through the month of March:

Monthly status meetings, providing billing details, reviewed metrics, placing ILRF.com player on left sidebar, adding Facebook to ILRF.com, uploaded Economic Impact PDF on ILRF.com, troubleshoot issues with PDF opening on ILRF.com, resetting password on ILRF.com and revised Exelon Energy address on ILPS.com,

**Marketing Services**

Account Services  
Digital Services

**Marketing Services Total**

**Discounts**

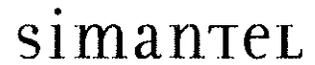
Discounts and Allowances

**Discounts Total**

---

**Total**

**Terms:** Net 30



© 2011 www.ameren.com | 61600 www.simantel.com | 800-471-7121 | 616-241-1136

**Invoice**

Ameren  
300 Liberty St  
Peoria, IL 61602

**Invoice Date:** Apr-26-2011  
**Job:** 1101058, 2011 General Web Updates

**Invoice:** 40095  
**PO:** 537730

This invoice includes Simantel's time related to client meetings, project management, creative direction, copy review/editing for the following website updates and consultation activities through the month of March:

Monthly status meetings, providing billing details, reviewed metrics, placing ILRF.com player on left sidebar, adding Facebook to ILRF.com, uploaded Economic Impact PDF on ILRF.com, troubleshoot issues with PDF opening on ILRF.com, resetting password on ILRF.com and revised Exelon Energy address on ILPS.com,

**Marketing Services**

Account Services  
Digital Services

**Marketing Services Total**

**Discounts**

Discounts and Allowances

**Discounts Total**

---

**Total**

**Terms:** Net 30

simantel

1111 W. Liberty St., Peoria, IL 61602 www.simantel.com Phone: 309.671.2774

**Invoice**

Ameren  
Team CPR  
300 Liberty St  
Peoria, IL 61602

**Invoice Date:** Apr-26-2011  
**Job:** 1101076, Operating Ctr Window Clings

**Invoice:** 40098  
**PO:** 537730

This job is open for time and expenses to complete static window clings.

Includes: project management and design

**Marketing Services**

Account Services  
Creative Services  
Production Services

**Marketing Services Total**

**Discounts**

Discounts and Allowances

**Discounts Total**

---

**Total**

**Terms:** Net 30

simanTEL

2115 W. Water St. Peoria, IL 61602 www.simantel.com 309-671-2212 FAX 309-671-2216

**Invoice**

Ameren  
Team CPR  
300 Liberty St  
Peoria, IL 61602

**Invoice Date:** Apr-26-2011  
**Job:** 1011016, Facts On Energy for 2011

**Invoice:** 40089  
**PO:** 537730

This invoice includes Simantel's time and expenses through March involved with the application of the established look and feel to March, April and May print and e-versions of Facts On Energy in order to educate customers of safety and energy efficiency measures.

Includes: project management, creative direction, design, copy editing, electronic pre-press and programming of html

**Marketing Services**

Account Services  
Creative Services  
Production Services  
Digital Services

**Marketing Services Total**

**Discounts**

Discounts and Allowances

**Discounts Total**

---

**Total**

**Terms:** Net 30

simantel

321 sw water st, peoria, il 61602 www.simantel.com p 309.674.7747 f 309.674.7756

Ameren  
300 Liberty St  
Peoria, IL 61602

**Invoice:** 39977  
**Date:** Apr-13-2011  
**Job:** M11-20-IL  
**PO:** IL: TEAM CPR 537730  
**Payment due:** May-13-2011

**Job Title:** Ameren Illinois Media Planning/Buying/Admin

**Broadcast Media Invoice**

Annual Weather Sponsorship

**Market:** Peoria

**Total WEEK-TV**

---

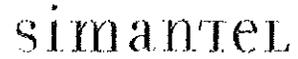
**Market Total**

---

**Total**

---

**Amount Due**



214 www.illinois.gov/ill602 www.simantel.com p 309-698-1107 f 309-698-9335

**Broadcast Order:** 16998  
**WEEK-TV**  
 2907 Springfield Rd.  
 East Peoria, IL 61611

**Date:** Apr-13-2011 **Page:** 1 of 2  
**Bill to:** Simantel Group, Ltd.  
 321 SW Water St.  
 Peoria, IL 61602 USA  
 Phone: (309) 674-7747

Phone: 309-698-2525 FAX: 309-698-9335

**Station:** WEEK-TV  
**Client:** Ameren

**Vendor:** WEEK  
**Job:** M11-20-IL  
 Ameren Illinois Media Planning/Buying/Admin  
**Placed by:**

**Market:** Peoria  
**Flight:** Mar-28-2011 - Mar-27-2012

Description	Week of	Spots	Len	Rate	Gross	Status
	Mar-28-2011					
April 2011 Weather Sponsorship						
	Apr-25-2011					
May 2011 Weather Sponsorship						
	May-30-2011					
June 2011 Weather Sponsorship						
	Jun-27-2011					
July 2011 Weather Sponsorship						
	Aug-01-2011					
August 2011 Weather Sponsorship						
	Aug-29-2011					
September 2011 Weather Sponsorship						
	Sep-26-2011					
October 2011 Weather Sponsorship						
	Oct-31-2011					
November 2011 Weather Sponsorship						
	Nov-28-2011					
December 2011 Weather Sponsorship						
	Dec-26-2011					
January 2012 Weather Sponsorship						
	Jan-30-2012					
February 2012 Weather Sponsorship						
	Feb-27-2012					
March 2012 Weather Sponsorship						

simantel

2011 weather.com logo at 10a/11a/12p/1p/2p/3p/4p/5p/6p/7p/8p/9p/10p/11p/12a/1a/2a/3a/4a/5a/6a/7a/8a/9a/10a/11a/12a

**Broadcast Order:** 16998

**Date:** Apr-13-2011

**Page:** 2 of 2

Description	Week of	Spots	Len	Rate	Gross	Status
-------------	---------	-------	-----	------	-------	--------

**Total Spots**

**Total Order**

**Special Instructions:** Annual Weather Sponsorship on WEEK/WHOI/My59/TheCW/Weather First

**Authorized Agency Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Authorized Publication Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_



**Strategic International Group LLC**

**INVOICE**

**Emil**

1700 East 56<sup>th</sup> Street, #1203  
Chicago, Illinois 60637  
Phone 312-415-1055 Fax 773 752-6603  
Email: ejpres@sbcglobal.net

INVOICE # A040411  
DATE: MAY 2, 2011

**TO**

Ameren Illinois Companies  
Account Payable Section  
PO Box 66892  
St. Louis, MO. 63166-6892

EIN: 26-4550618

DESCRIPTION	AMOUNT
Consultation services April 1-April 30 <sup>st</sup> 2011 PO# 527073	
TOTAL	

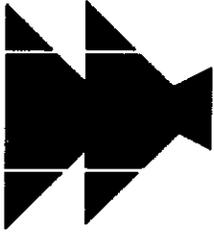
Make all checks payable to Strategic International Group LLC

If you have any questions concerning this invoice, contact Emil Jones, Jr.

**Thank you for your business!**

PUBLIC VERSION

Schedule WPC-8 Attach 1 Part 2



**ADVANCED DIGITAL MEDIA INC**  
1210 E US HIGHWAY 136  
PENFIELD, IL 61862-8014  
  
(217)496-3661  
billing@advanceddigitalmedia.tv

**Invoice**

DATE	INVOICE #
05/01/2011	32073
TERMS	DUE DATE
Net 30	05/31/2011

BILL TO
Ameren Illinois P O Box 66892 St. Louis, MO 63166-6892

AMOUNT DUE	ENCLOSED

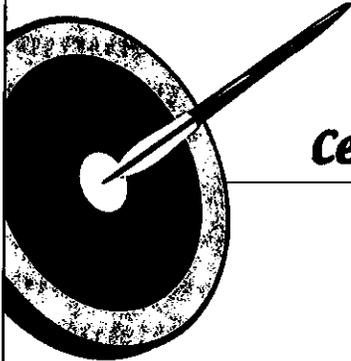
✕ Please detach top portion and return with your payment ✕

SHIP DATE	SHIP VIA	P.O. Number	Sales Rep
05/01/2011	Internet	520506	TJY

Date	Activity	Quantity	Rate	Amount
05/01/2011	Provide May "www.blueroomstream.com" access			
05/01/2011	*NOTE* PO #520506			

A Late Fee of 1.5% Per Month, 18% APR, Is Added  
 Amounts Not Fully Paid 30 Days From Invoice Date.

<b>TOTAL</b>
--------------



# INVOICE

**Celeste Huttes**

*On target. On time. Writing that works.*

**INVOICE #11-116  
May 3, 2011**

**To:**  
Ameren Illinois  
Accounts Payable (Code 230)  
P.O. Box 66892  
St. Louis, MO 63166-6892

**FOR:**  
Freelance Writing Services – April 2011

DESCRIPTION	HOURS	RATE
<p><b>Freelance Writing Services for April 2011:</b></p> <ul style="list-style-type: none"> <li>• June 2011 Facts On Energy &amp; Bill Message</li> <li>• AOE Hometown Buffet Case Study</li> <li>• AOE Small Business News Releases</li> <li>• Dual Billing Project</li> <li>• IFCA Presentation Proposal</li> <li>• Tree Trimming Refusal Project                             <ul style="list-style-type: none"> <li>○ Edit Customer Letter</li> <li>○ Begin Brochure</li> <li>○ Participate in Conference Call</li> </ul> </li> <li>• Edit Customer Letters                             <ul style="list-style-type: none"> <li>○ SDC/Exempt Customer Letter</li> <li>○ Gas/Sewage Line Safety Letter</li> <li>○ Rider GER Letter</li> <li>○ Meter Exchange Letter</li> <li>○ E-Smart Programmable Thermostat Safety Letter</li> </ul> </li> </ul> <p><b>Purchase Order: 520503</b> <b>Supplier: 49640</b> <b>Contact Name:</b> Ameren Illinois Community Relations</p>		
	<b>TOTAL</b>	

*Payment due upon receipt. Make all checks payable to Celeste Huttes.*

**Thank you for your business!**

PUBLIC VERSION

Schedule WPC-8 Attach 1 Part 2



**Energy Education Council**  
400 Chatham Road, Suite 201  
Springfield, IL 62704  
Ph: 217-546-6815  
Fax: 217-546-6212

**Energy Education Council**

# Invoice

Date	Invoice #
5/3/2011	685

Bill To:

Ameren Illinois

300 Liberty Avenue  
Peoria, IL 61602  
Billing PO #521924



Date Due
06/01/2011

Description	Amount
<p>Energy Efficiency &amp; Electrical Safety Education Outreach-June 2011 Energy Education Council Membership-June 2011</p> <p><i>Membership highlights include:</i></p> <ul style="list-style-type: none"> <li>• <i>Electrical Safety, Energy Efficiency, Renewable Energy and Youth Education Services</i></li> <li>• <i>Members Only Web Site access</i></li> <li>• <i>Multi-Media Library</i></li> <li>• <i>Safety and Efficiency Editorial Calendar</i></li> <li>• <i>2011 Teach Learn Care TLC Radio and TV PSAs</i></li> <li>• <i>Safety Campaign Video</i></li> <li>• <i>News Releases &amp; Articles</i></li> <li>• <i>Print PSA and Billboard Designs</i></li> <li>• <i>Extensive Photo Library</i></li> <li>• <i>Program Guides</i></li> <li>• <i>Best Practices Forum</i></li> <li>• <i>Monthly Updates and Quarterly Newsletters</i></li> <li>• <i>Licensed Online Content</i></li> <li>• <i>Exclusive Discounts from Allied Vendors</i></li> <li>• <i>Member Directory</i></li> <li>• <i>Visibility within the energy industry</i></li> </ul>	
<b>Total</b>	
<b>Payments/Credits</b>	
<b>Balance Due</b>	

Make all checks payable to the Energy Education Council. If you have any questions regarding invoice, contact Erin Hollinshead at 217-546-6815.

*Thank you for your support!*

PUBLIC VERSION  
 SERAFIN & ASSOCIATES, INC.  
 409 W. HURON, SUITE 600  
 CHICAGO, IL 60654



Schedule WPC-8 Attach 1 Part 2

**Invoice**

DATE	INVOICE #
05/02/2011	2002802
TERMS	DUE DATE
Net 30	06/01/2011

BILL TO
Accounts Payable Section Ameren Illinois Companies PO Box 66892 St. Louis, MO 63166-6892

AMOUNT DUE	ENCLOSED

Please detach top portion and return with your payment

P.O. Number
520545

Activity	Quantity	Rate	Amount
<ul style="list-style-type: none"> <li>• DUE FOR COMMUNICATION MANAGEMENT SERVICES RENDERED DURING THE MONTH OF APRIL, 2011</li> <li>• DUE FOR OUT-OF-POCKET EXPENSES INCURRED ON YOUR BEHALF</li> </ul>			
<b>TOTAL</b>			

Supplier #24645-00Chicago

**Invoice**



**Xpress Professional Services, Inc.**  
220 East Adams Street  
Springfield, IL  
62701 United States  
Tel. 217-522-1257  
www.xps-web.com

**Attention:**

**Bill to:**  
Serafin & Associates  
409 W. Huron St.  
Suite 600  
Chicago, IL  
60654-3480 United States

<b>Invoice:</b>	11132	<b>Due date:</b>	June 03, 2011
		<b>Issue date:</b>	May 03, 2011

Quantity	Description	Price	Total
	April 18, 2011 - Ameren Illinois Tracking Poll - 3		

**Subtotal:** \_\_\_\_\_  
**Amount Owning:** \_\_\_\_\_

**Comment:**

TERMS: Due net 30 days.  
**Thank you for your business.**

*Ameren*

### ELECTRONIC INVOICE

Source: AMAP\_ISP

Page 1 of 1

Invoice No.: 26114

Invoice Date: 05/11/2011

Total Due:

Supplier#: 71953

Supplier Site: 01EDWARDS

Remit to:

Bill to: AIC

Ship to: AMEREN ILLINOIS COMPANIES

GENERAL OFFICE BUILDING

300 LIBERTY ST  
PEORIA

61602

PO#: 529219 Rel#:

PO Date: 07/25/2011

PO Buyer ID: E34492

Due Date: 06/10/2011

Terms: NET 30

Discount Due Date:

#### DETAIL SECTION

PO Line#	QUAN.	UM	Price	Line Type	Item#	Description	Store Room	Amount
1		UNIT		ITEM		Wayne Printing provides printing for bill inserts and brochures.	4038 300 LIBERTY	
1		UNIT		ITEM		Wayne Printing provides printing for bill inserts and brochures.	4038 300 LIBERTY	
				TAX				
				MISCELLANEOUS				

\* For 1099 tax reporting purposes, labor may be included in this amount.

Disbursement Request

Voucher# 001275795 Invoice # DR001275795 Invoice Dt 05/12/2011 Total Amt  
Supplier # & Name 67627  
Supplier Site 00EFFINGHAM  
Address1 302 SANTA BARBARA DRIVE  
Address2  
Address3  
Address4  
City EFFINGHAM State IL ZIP 62401  
Requestor Approver  
Pay Term NET 5  
SSN/Tax Id Reportable? Y  
Description of Payment for Auditing Purposes 333881973 ACTOR FOR 2011 MT VERNON ARBOR DAY  
CELEBRATION  
Check Skirt Description  
Line: 1 AIC-1-ZA-909-29D-29D-\*0K869-01-CCCR-EX-HAGEN

Real Estate Type  
1099 Type  
Date Granted  
Legal Desc  
Legal Addr

Disbursement Request

Voucher# 001275797 Invoice # DR001275797 Invoice Dt 05/12/2011 Total Amt  
Supplier # & Name 67627  
Supplier Site 00EFFINGHAM  
Address1 302 SANTA BARBARA DRIVE  
Address2  
Address3  
Address4  
City EFFINGHAM State IL ZIP 62401  
Requestor Approver  
Pay Term NET 5  
SSN/Tax Id Reportable? Y  
Description of Payment for Auditing Purposes 333881973 ACTOR FOR 2011 ST LOUIS HOME AND GARDEN  
SHOW 18 HOURS WORKED AND 204 MILES TRAVELED  
Check Skirt Description  
Line: 1 AIC-1-ZA-909-29D-29D-\*-0K869-01-CCCR-EX-HAGEN

Real Estate Type  
1099 Type  
Date Granted  
Legal Desc  
Legal Addr



**Invoice**

428368

5875 North Lindbergh Blvd.  
Hazelwood, MO 63042-3119  
Phone: (314) 387-2500 • Fax: (314) 387-2700  
www.fiserv.com/marketing

Attention  
Invoice To Ameren  
Ameren  
300 Liberty Street  
Peoria IL 61602

Invoice Date 4/21/11

Invoice Due 5/21/11

Job Number 89825

Shipped To Inventory

Your Order # 520505

Customer # AME50483

Salesrep

Quantity	Description	Unit Price	U/M	Sub Total	Tax	Total
----------	-------------	------------	-----	-----------	-----	-------

ree Trimming Postcards - exact reprint

\*Itemized Tax Summary  
MISSOURI State and Local Taxes

TERMS: PLEASE NOTE OUR TERMS ARE NET 30 DAYS FROM DATE OF INVOICE.

Please remit to:

Sub Total

Sales Tax

**TOTAL DUE**

# simantel

1111 W. Wacker Drive, Suite 1000 St. Louis, MO 63102 www.simantel.com © 1992-2011 Simantel, LLC

## Invoice

Ameren  
One Ameren Plaza  
1901 Chouteau Avenue  
St. Louis, MO 63103

**Invoice Date:** May-10-2011  
**Job:** 1104069, 2011 Media Planning

**Invoice:** 40242  
**PO:** 534153

This invoice is for the development and creation of the 2011 media plan beginning in May 2011. Includes internal Simantel cost incurred prior to the campaign being postponed. Invoice includes Simantel time and expenses for media buy development, media calls/negotiations and client meetings to review plan. This invoice does not include any revisions to media plan beginning in Fall 2011.

### Media Services

Media Buyer  
Media Director

### **Media Services Total**

---

### **Total**

Total billing including current charges: USD

**Terms:** Net 30



1221 SW 3rd Street, Suite 400, Fort Lauderdale, FL 33315  
www.simantel.com | Phone: 1.774.399.4177

**Invoice**

Ameren  
One Ameren Plaza  
1901 Chouteau Avenue  
St. Louis, MO 63103

**Invoice Date:** May-09-2011  
**Job:** 1012005, (I&E) Strategy Development/Planning 2011

**Invoice:** 40222  
**PO:** 534153

This invoice includes embedded employee costs for the month of April, client meetings (including 2011 fall strategy/planning meeting), two rounds of revisions to launch map, strategy meeting and travel expenses.

**Marketing Services**

Account Manager  
Travel Time  
Senior Mktg. Consultant  
Exec. Creative Director  
Creative Director  
Designer

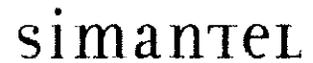
**Marketing Services Total**

---

**Total**

Total billing including current charges: USC

**Terms:** Net 30



©2011 Simantel, Inc. All rights reserved. www.simantel.com 800.421.7747 FAX: 314.996.1370

**Invoice**

Ameren  
Identity & Education  
One Ameren Plaza  
1901 Chouteau Avenue  
St. Louis, MO 63103

**Invoice Date:** May-10-2011  
**Job:** 1012011, (I&E) Television

**Invoice:** 40223  
**PO:** 534153

This invoice includes time and costs associated with producing 4 thirty-second television spots, and 8-10 fifteen-second spots to promote the launch of Focused Energy. For Life.

This includes outside vendor costs for talent and post-production. It's also creative direction, art direction and project management for the first portion of filming.

**Marketing Services**

Account Manager  
Communication Strategist  
Senior Mktg. Consultant  
Art Director  
Exec. Creative Director  
Video Production

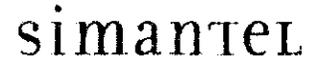
**Marketing Services Total**

---

**Total**

Total billing including current charges: USC

**Terms:** Net 30



1301 West 14th Street, Suite 1100 St. Louis, MO 63102 www.simantel.com 636.471.1312 Fax 636.471.2756

**Invoice**

Ameren  
Identity & Education  
One Ameren Plaza  
1901 Chouteau Avenue  
St. Louis, MO 63103

**Invoice Date:** May-10-2011  
**Job:** 1012014, (I&E) Outdoor

**Invoice:** 40224  
**PO:** 534153

This invoice includes time for redesign of refrigerator recycling billboard, project management, electronic pre-press and printing costs of all boards in Illinois and Missouri for the May run.

**Marketing Services**

Account Coordinator  
Account Manager  
Senior Mktg. Consultant  
Creative Director  
Designer  
Exec. Creative Director  
Production Manager

**Marketing Services Total**

**Branded Products**

Shipping/Delivery

**Branded Products Total**

**Production Services**

Printing

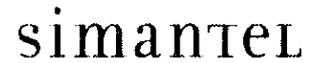
**Production Services Total**

---

**Total**

Total billing including current charges: USD

**Terms:** Net 30



1201012017 (Corp) Plant Lock-ups/Misc. Support | www.simantel.com | 314.241.4900

**Invoice**

Ameren  
Corporate  
One Ameren Plaza  
1901 Chouteau Avenue  
St. Louis, MO 63103

**Invoice Date:** May-09-2011  
**Job:** 1012017, (Corp) Plant Lock-ups/Misc. Support

**Invoice:** 40226  
**PO:** 487804

This invoice includes all costs associated with creating concepts for lock-ups for the newly renamed Ameren Energy Centers. Invoice includes project management, client meetings, creative direction, and design of two concepts. Does not include any revisions.

**Marketing Services**

Account Coordinator  
Senior Account Manager  
Senior Mktg. Consultant  
Creative Director  
Senior Art Director  
Designer  
Exec. Creative Director

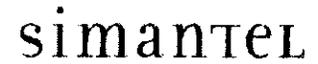
**Marketing Services Total**

---

**Total**

Total billing including current charges: USD

**Terms:** Net 30



...25 W. VAN DYKE BOULEVARD #5002 WWW.SIMANTEL.COM P. 314.431.7700 F. 314.431.7710

**Invoice**

Ameren  
Identity & Education  
One Ameren Plaza  
1901 Chouteau Avenue  
St. Louis, MO 63103

**Invoice Date:** May-09-2011  
**Job:** 1012018, (I&E) Segment Integration Illinois

**Invoice:** 40227  
**PO:** 534153

Invoice includes time and costs associated with the integration of Illinois and Corporate initiatives.

Time and costs include internal meetings and collaboration among the account teams to ensure all initiatives are aligned and communicated appropriately. Also includes correspondence on outdoor launch for May.

**Marketing Services**

Account Manager  
Senior Mktg. Consultant

**Marketing Services Total**

---

**Total**

Total billing including current charges: USD

**Terms:** Net 30



3117 Waterloo St. St. Louis, MO 63102 www.simantel.com phone 314.771.1111 fax 314.771.1116

**Invoice**

Ameren  
Identity & Education  
One Ameren Plaza  
1901 Chouteau Avenue  
St. Louis, MO 63103

**Invoice Date:** May-09-2011  
**Job:** 1012020, (I&E) Digital Strategy/Alignment of Ameren.com

**Invoice:** 40228  
**PO:** 534153

Invoice includes time and costs associated with developing the long-term strategy of Ameren.com, and the subsidiary sites.  
Time and costs include multiple client meetings, digital strategist, account management, and development of strategy map.

**Marketing Services**

Account Manager  
Senior Mktg. Consultant  
Production Manager  
Digital Strategist

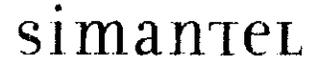
**Marketing Services Total**

---

**Total**

Total billing including current charges: USD

**Terms:** Net 30



1012021, (I&E) Energy Efficiency Website Audit | www.simantel.com | 314.221.7700 | 509.013.1156

**Invoice**

Ameren  
Identity & Education  
One Ameren Plaza  
1901 Chouteau Avenue  
St. Louis, MO 63103

**Invoice Date:** May-09-2011  
**Job:** 1012021, (I&E) Energy Efficiency Website Audit

**Invoice:** 40229  
**PO:** 534153

Invoice includes time and costs associated with the audit of Amerens energy efficiency website and any planning directly related to the EE sites. Includes digital strategy and account management.

**Marketing Services**

Account Coordinator  
Account Manager  
Senior Mktg. Consultant  
Designer  
Digital Strategist

**Marketing Services Total**

**Miscellaneous Charges**

Travel Expenses

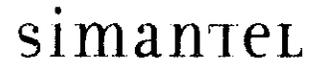
**Miscellaneous Charges Total**

---

**Total**

Total billing including current charges: USD

**Terms:** Net 30



www.simantel.com

**Invoice**

Ameren  
Identity & Education  
One Ameren Plaza  
1901 Chouteau Avenue  
St. Louis, MO 63103

**Invoice Date:** May-09-2011  
**Job:** 1012023, (I&E) Truck Graphics

**Invoice:** 40230  
**PO:** 534153

This invoice includes production manager and project management costs for finalizing graphic quotes.

**Marketing Services**

Account Coordinator  
Creative Director  
Production Manager

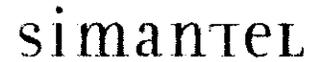
**Marketing Services Total**

---

**Total**

Total billing including current charges: USD

**Terms:** Net 30



101 - www.simantel.com | 636 - 477-6900 | www.simantel.com | 636 - 477-6900 | 636 - 477-6900

**Invoice**

Ameren  
Identity & Education  
One Ameren Plaza  
1901 Chouteau Avenue  
St. Louis, MO 63103

**Invoice Date:** May-09-2011  
**Job:** 1012025, (I&E) Identity and Education Support

**Invoice:** 40231  
**PO:** 534153

This invoice includes time/expenses for updating weekly status reports, weekly status report meetings, internal meetings, weekly internal traffic meetings, email signature revisions/client meetings, gathering of final poster files for posting on scholar and report template development (3 total templates)/revisions/client meetings.

**Marketing Services**

Account Coordinator  
Account Manager  
Designer  
Production Manager

**Marketing Services Total**

**Miscellaneous Charges**

Meals  
Other Expenses  
Phone/Communication

**Miscellaneous Charges Total**

---

**Total**

Total billing including current charges: USD

**Terms:** Net 30





1012052-1012052-1012052 www.simantel.com 1-800-421-7410 #MYA112756

**Invoice**

Ameren  
Identity & Education  
One Ameren Plaza  
1901 Chouteau Avenue  
St. Louis, MO 63103

**Invoice Date:** May-10-2011  
**Job:** 1012052, (I&E) TH 1st Q 2011 Street Pole Banners

**Invoice:** 40233  
**PO:** 534153

This invoice includes the finalization of street pole banner production. Includes production management, project management, printing and shipping costs.

**Marketing Services**

Account Coordinator  
Account Manager  
Creative Director  
Designer  
Senior Art Director  
Printing

**Marketing Services Total**

---

**Total**

Total billing including current charges: USD

**Terms:** Net 30

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620 Exchange Center, St. Louis, MO 63102 www.simantel.com phone: 314.771.4900 fax: 314.771.7776

**Invoice**

Ameren  
Identity & Education  
One Ameren Plaza  
1901 Chouteau Avenue  
St. Louis, MO 63103

**Invoice Date:** May-10-2011  
**Job:** 1012016, (I&E) Research - 1st Customer Study

**Invoice:** 40225  
**PO:** 534153

**Marketing Services**

Account Coordinator  
Account Manager  
Senior Mktg. Consultant

**Marketing Services Total**

---

**Total**

Total billing including current charges: USC

**Terms:** Net 30