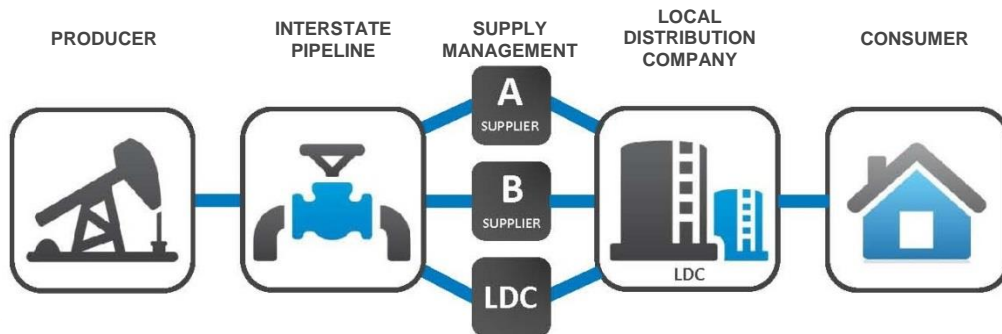




# Energy Deregulation

In the past, one utility provided the three components of your energy service: supply, transmission and distribution. Legislatures and the public utility commissions (PUC) of many states have created competition for electricity and natural gas supply. With natural gas competition, supply and transmission are separated from distribution. This allows consumers to choose their natural gas supplier, while the delivery of the gas is still regulated and is the responsibility of the local utility company.



## Energy Deregulation = Opportunity

- **Competitive marketplace** among energy suppliers
- **Flexibility** to create an energy strategy that suits your individual needs
- **Freedom to choose** suppliers, products, prices and terms
- **Reliability** as transmission and distribution are regulated and guaranteed by the PUC
- **Price protection** from market volatility and rising costs – budget certainty
- **Potential savings**, including tax savings in some markets

## How will Tradition Energy help you maximize this opportunity?

As an unbiased advocate working on your behalf, Tradition Energy:

- **Covers the entire market** of all vetted suppliers, increases competition and lowers price
- **Identifies the best solutions** for each facility in each market
- **Negotiates with suppliers** to achieve contractual needs
- **Provides timely responses** to changes in market conditions leading to cost reductions
- **Handles all post-contractual needs** that may arise
- **Recommends solutions** that are best for the client, including staying with your incumbent utility or working directly with a supplier

## Deregulated Energy Markets

■ Electricity & Natural Gas competition    
 ■ ■ Natural Gas competition    
 ■ No Competition