



UTILITY VS. RETAIL ENERGY PROVIDER

THE ROLE OF THE UTILITY



The utility owns and operates the wires that supply electricity to homes, businesses and factories.

Your utility handles emergency situations such as power outages caused by severe weather.

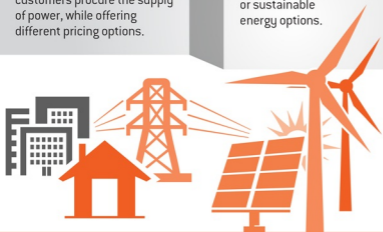
Your local utility reads your electric meter and bills you on a monthly basis.

THE ROLE OF A RETAIL ENERGY PROVIDER

In a deregulated market, a retail energy provider helps customers procure the supply of power, while offering different pricing options.

A retail energy provider can provide "green" or sustainable energy options.

A retail energy provider can provide you with outstanding customer service and technological and product innovations.



For more information, contact your Direct Energy Business Development Manager, or email DEBSales@directenergy.com