

Make Me Green™



Benefits of a Renewable Energy Strategy

■ Meets Your Environmental Commitment

Your Direct Energy Business representative can help you develop a renewable energy plan that offsets any percentage of your electricity and natural gas consumption with renewable energy certificates (RECs). RECs are available from various sources or specific regional projects, such as our 100% Texas Wind RECs.

■ Fits Your Energy Strategy

Whether your energy buying strategy utilizes a fixed or index priced (market-based) product, or a combination of the two, the Make Me Green™ REC option offsets the environmental impacts of traditional energy generation by supporting environmentally friendly, renewable energy projects such as wind, solar, biomass and others, allowing your company's energy plan to make a difference on and off the balance sheet.

■ Is a Catalyst for Change

Couple your Make Me Green option with an environmental policy for your business to differentiate your product or engage employees in partnering to do more for the environment – both inside and outside the workplace. From simple concepts to larger energy plans, your Direct Energy Business representative can assist you in acquiring the resources to build an enterprise energy strategy.

■ Offers a Certified Solution

Make Me Green renewable energy certificates are Green-e® certified. Green-e Energy was established by the non-profit Center for Resource Solutions to provide information and an objective standard for consumers to compare renewable energy options, and to verify that consumers get what they pay for. For more information on Green-e Energy certification requirements, call 1-888-63-GREEN or log on to www.green-e.org.

It's a world we all share

There is an increased focus on the environmental impact of doing business, and renewable energy is becoming an important component of corporate energy strategies. Direct Energy Business recognizes that protection of the environment is good corporate citizenship as well as good business.

Make Me Green offers a viable, real renewable energy solution that allows your business to customize any existing service offering with environmentally friendly energy through renewable energy certificates.

What are RECs?

Renewable energy certificates (RECs) represent the positive technological and environmental attributes of energy generated from renewable sources, like windmills and solar panels. RECs are separate from the generic energy with which they are associated. By purchasing RECs, you are able to offset environmental impacts of conventional, fossil fuel generated electricity by supporting environmentally friendly renewable energy projects.



Green-e® Energy certifies that Make Me Green meets the minimum environmental and consumer protection standards established by the non-profit Center for Resource Solutions. For more information on Green-e Energy certification requirements, call 1-888-63-GREEN or log on to www.green-e.org.



Serving the Environment, Serving your Business

Companies are exploring RECs for a wide range of reasons. By purchasing RECs, your company is able to:

- Contribute to your voluntary corporate sustainability goals by offsetting the emissions associated with your energy supply.
- Demonstrate corporate leadership in environmental performance or signal to shareholders that your company is taking steps to minimize the environmental impact of doing business.
- Strengthen your relationship with customers, local communities, shareholders, employees and stakeholders.
- Acquire RECs simultaneously for multiple facilities in multiple service areas under one contract.
- Support the development of additional renewable energy resources.

Based on your level of commitment, you may be able to use existing Direct Energy Business marketing and public relations programs to help promote your support of sustainable energy.

Make Me Green Process

It all begins with determining the right energy strategy for your business. Our fixed and index priced products for electricity and natural gas, and our industry-leading PowerPortfolio® product for electricity management offer your company benefits based on your business needs and help offset risk as part of an integrated energy plan. Your Direct Energy Business representative will work with you or your procurement team to identify the right fit or mix of products to build an energy strategy.

If you're already a Direct Energy Business electricity or natural gas customer, you can supplement your existing service with RECs. Your corporate renewable energy goals and policies can be integrated with your energy strategy as a complete Make Me Green package.

About Direct Energy Business

Transparent pricing, experienced guidance and unequalled service. Direct Energy Business is dedicated to serving our customers with innovative energy management solutions. As your energy partner, we can help you gain greater control of your energy costs and streamline your procurement process.

With more than 20 years of industry experience, we are dedicated to helping companies make cost-effective choices for their electricity and natural gas requirements. Contact us to talk about your energy demands, and we'll help you navigate the procurement options available in your service area. To learn more about our company and other energy strategies for commercial and industrial enterprises, visit www.directenergybusiness.com or call 800.830.5923.



Two Gateway Center
Pittsburgh, PA 15222-1458
800.830.5923
MakeMeGreen@directenergy.com

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