

What kind of choicemaker are you?

Flip-flopper > Procrastinator > Researcher > Agonizer



> Are you a researcher?

October is the month for you! We're providing all the information you need to make the electricity supply choice that's best for you.



> More of a flip-flopper?

You can change your mind as often as you like until 7 p.m. on December 28, 2007. If you do not make a decision, your account will be automatically placed in the variable price option of your current electricity supplier.

No matter what kind you are, be sure to **Voice Your Choice** for your electricity supplier and supply pricing option.

With **Voice Your Choice**, you can purchase your electricity supply from RG&E or another energy supplier (also known as an energy services company or ESCO). Although the enrollment period is October 1 through December 28, 2007, don't delay, enroll today. Please select your preferred electricity supplier and electricity supply pricing option – fixed or variable. Your choice takes effect on January 1 and continues through December 31, 2008.

REMEMBER, RG&E WILL REMAIN YOUR ENERGY DELIVERY COMPANY

Whether you purchase your electricity from RG&E or an ESCO, RG&E will continue to deliver your electricity safely and reliably. Your total electricity price is made up of **supply**, **transition** and **delivery** charges. The **supply** charge is what you pay either RG&E or an ESCO to provide electricity to you. The **transition** charge is the difference between the market price of electricity and the price of RG&E's long-term electricity supply contracts (may be positive or negative). The **delivery** charge is what you pay RG&E to transport electricity over the power lines to your home or business.

The RG&E delivery charge is a fixed price per kilowatt-hour (kwh) and will be the same with any electricity supplier or supply pricing option you choose.

HOW TO ENROLL:

You'll be receiving your enrollment material from us this month and can enroll by:

- Mailing the enrollment card.
- Calling **1.800.VYCN**ow (1.800.743.8926).
- Going online to **rge.com**.
- Contacting a supplier other than RG&E who will enroll your account for you.

When you enroll, be sure to have your account number handy.

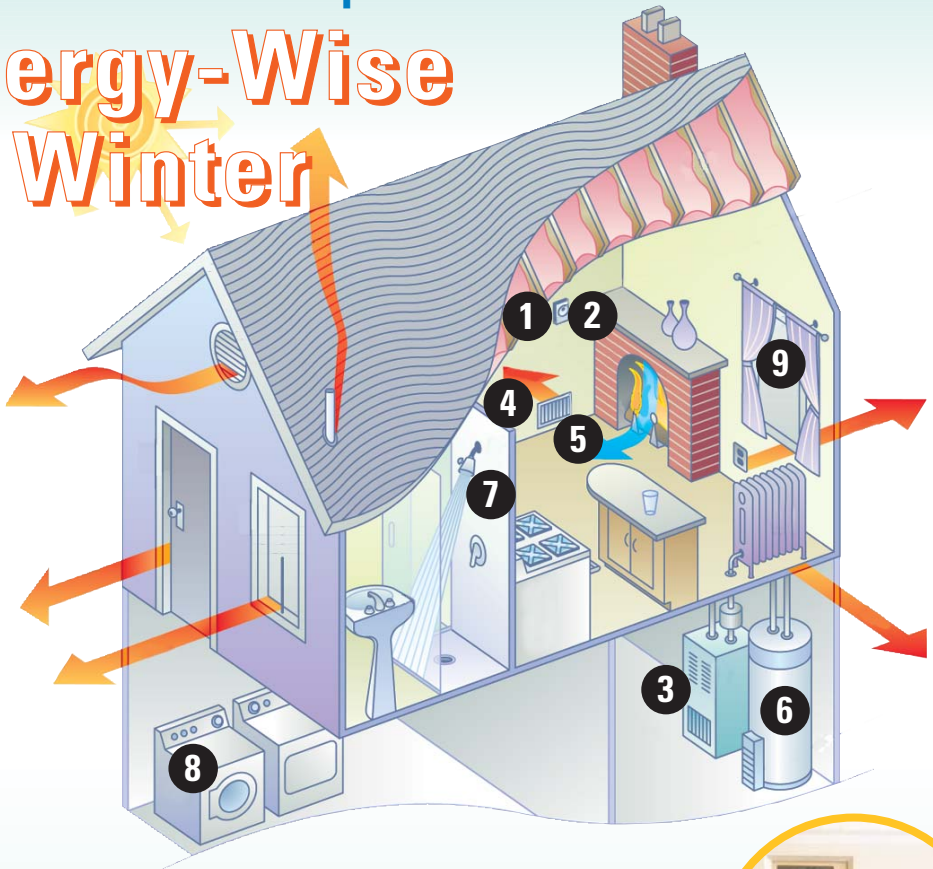
If you choose to enroll with an ESCO, please have your account and Point of Delivery ID (PoD ID) numbers handy. They both are located at the top of page 3 of your bill.

You can learn more about **Voice Your Choice** at **rge.com**.

Be sure to

voice
your choice
for your electricity supply.

Now Is the Time to Prepare For an Energy-Wise Winter



There may not yet be frost on the pumpkin, but it's not too early to prepare for the winter heating season. Here are some tips to maximize your home's energy efficiency and minimize your energy bill.



1. Set thermostats no higher than 70° and at 58° when you're away from the house for more than a few hours or in bed for the night. This may not be advisable if you have frail, ill or elderly people or infants in your home.
2. Turn down thermostats automatically by installing automatic set back or programmable thermostats.
3. Change or clean furnace filters once a month during the heating season.
4. Warm air rises, so use registers to direct warm airflow across the floor.
5. Close vents and doors in unused rooms and close fireplace dampers when not in use.
6. Set water heater temperatures at 120° to cut water heating bills without sacrificing comfort.
7. Install water-flow restrictors in showerheads and faucets.
8. Run washing machines and clothes dryers with a full load.
9. Open draperies and blinds on sunny days to let the warmth in and close at night to insulate against cold air outside.

Here are a few more things you can do to manage winter heating costs:

- Check rge.com and read our bill inserts for important information on using energy wisely. Some simple steps can go a long way.
- If you are having trouble paying your RG&E bills, contact us immediately at **1.877.266.3492**. Together we can work on a solution.

Help Those In Need With The Power of Your DOLLARS

The Red Cross/RG&E Heating Fund is an energy assistance fund that helps eligible customers cope with unexpected energy emergencies. You can help make sure the dollars are there to assist people this winter.

Three ways you can give:

- 1 Through automatic giving, have RG&E add a whole dollar amount to your future RG&E bills.
- 2 Add exactly **\$1, \$2 or \$5** to your next RG&E bill payment. We will then forward the money to the American Red Cross.
- 3 Send a check payable to the **Red Cross/RG&E Heating Fund** to:
Red Cross/RG&E Heating Fund
American Red Cross Greater Rochester Chapter
50 Prince Street, Rochester, NY 14607



Need Help With Winter Heating Bills?

You might be eligible for a Home Energy Assistance Program (HEAP) grant. HEAP is a federal program that provides financial assistance to eligible households. The 2007-2008 HEAP season begins November 1 and closes when funds are exhausted. Eligibility depends on household income and family size. Contact your local Department of Social Services for more information or to apply for a grant.

>> If you are having trouble paying your RG&E bills don't wait, contact us immediately at 1.877.266.3492.

Even Out Your Energy Costs



With RG&E's Budget Billing service, you don't have to worry about seasonal ups and downs in your utility bills. Budget Billing lets you spread your utility costs evenly over 12 months. It's a great tool for planning your monthly budget because you'll know what your RG&E bill is going to be in advance. For more information or to sign up for Budget Billing, visit rge.com or call us at **1.800.743.2110**.

Prevent Carbon Monoxide Poisoning; Call Us if You Smell Natural Gas

With the heating season right around the corner, here are *two* important safety tips for you to remember:

- 1 Carbon monoxide is a colorless, odorless gas that is a product of the incomplete burning of natural gas, propane, gasoline, coal or wood. It can result from a faulty chimney, flue or vent from a heating appliance or water heater, and can cause flu-like symptoms, including headache, dizziness, weakness, nausea and loss of muscle control. Prolonged exposure to CO can lead to serious illness and even death. **To protect yourself, have your heating system and chimney, flues and vents checked once a year by a professional and purchase a carbon monoxide detector for your home.**
- 2 Be prepared if you smell natural gas. If you smell that distinctive odor – it's like the smell of rotten eggs – get up, get out and call RG&E immediately from a neighbor's phone. We'll respond quickly to make sure you and your family are safe.



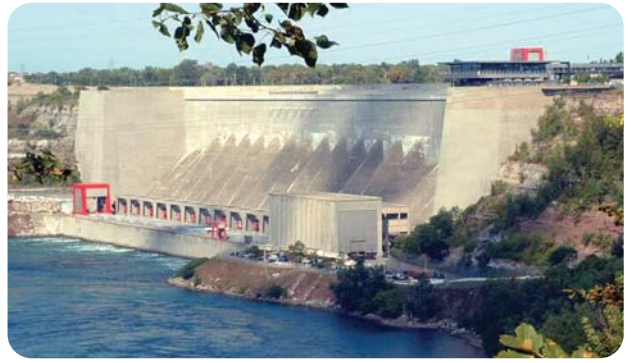
If you are an RG&E natural gas customer and need to report a natural gas emergency or suspect a carbon monoxide problem, call us at 1.800.743.1702.

**Reset clocks, replace
batteries on November 4**



Gain Time, Get Peace of Mind

When you gain that extra hour by setting your clocks back to Eastern Standard Time on Sunday, November 4, you can also gain peace of mind by replacing the batteries in battery-operated smoke alarms and carbon monoxide detectors. If you don't have such life-saving devices, buy them. The safety of you and your family depends on it.



Good News for Residential Customers

Low-Cost Hydropower Contract Extended

For 40 years, RG&E residential electricity customers have benefited from an allocation of low-cost hydropower from the New York Power Authority's (NYPA) Niagara and St. Lawrence hydroelectric plants. Those contracts were set to expire in August.

The NYPA board of directors has voted to extend the contracts on a month-to-month basis through June 30, 2008. Without this low-cost power, RG&E electricity rates could have risen about 13%. Be assured that we'll keep working to retain this power for our residential customers.



It's Easy to Be Green!

Ever wonder what's behind our environmental statement in the green bar at the bottom of this page? The paper used for *EnergyLines* is made in part from paper that was previously used and collected through recycling. The ink is made from soy – a vegetable oil instead of petroleum. In addition, the printer we use for *EnergyLines* purchases 100% of its electricity from renewable sources (wind).

Our environmental commitment extends beyond *EnergyLines* to the envelope your bill arrives in – it comes from paper harvested from environmentally sustained forests and the window "plastic" isn't plastic at all – it's made from corn.

You can be green, too! Consider:

- Enrolling in electronic funds transfer and we'll eliminate the return envelope that accompanies your bill.
- Paying your bill online through your bank or RG&E's *e*-Payment service at **rge.com** – save checks and still receive a paper bill.
- Going paper-free by enrolling in RG&E's *e*-bill service at **rge.com** and viewing your bill and *EnergyLines* online.
- Purchasing clean, renewable wind energy at **rge.com** or by calling **1.877.RGE.WIND** (1.877.743.9463).



Part of RG&E's commitment to the environment ...
printed with soy ink on recycled paper.