



For Immediate Release

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**RETAIL ENERGY SUPPLY ASSOCIATION COMMENDS
MARYLAND LEGISLATORS FOR INTRODUCING A BILL TO
ENHANCE CUSTOMER EDUCATION ON ELECTRICITY CHOICE**

Annapolis, MD (February 18, 2010) – The Retail Energy Supply Association (RESA), a leading trade association of retail energy suppliers committed to advancing vibrant and sustainable competitive residential and commercial retail energy markets, is pleased to support new electricity choice consumer education legislation introduced earlier today by House Economic Matters Committee Chairman Dereck E. Davis (D – Prince George’s County), Delegate Sue Hecht (D – Frederick County) and Senator Catherine E. Pugh (D – Baltimore City).

This new legislation requires the Maryland Public Service Commission to take a leading role in promoting consumer electricity choice education through several measures including improving its website to provide more user-friendly information about electricity choice, working with media outlets to develop and air public service announcements and using the state’s electric utilities’ existing consumer education campaigns to provide more information on competition and the ability to shop for different electricity suppliers.

“The legislation proposed this week by Senator Pugh, Chairman Davis and Delegate Hecht comes at a critical juncture for Maryland’s electricity consumers and the Public Service Commission,” said Jay Kooper, President of RESA. “This past year, Maryland consumers have had opportunities to see substantial savings on their electricity bills by choosing from competitive offers provided by electricity suppliers. Yet, according to the results of a poll conducted by OpinionWorks announced earlier today, only 44% of voters statewide are aware that they have the option of shopping for an electricity supplier. In that same poll, 83% of voters statewide favor competition, 81% would like the PSC to do more to bring new electricity suppliers into Maryland’s electricity market, and 88% think that the PSC should be doing more to give consumers more information on the electricity choices they have.”

“The message from Maryland voters as reflected in the OpinonWorks poll comes through loud and clear,” says Kooper. “Maryland consumers have opportunities to substantially save through competition, Maryland consumers want competition and choice, want to be educated about the opportunities they have from Maryland’s competitive electricity market, and want the PSC to help them better understand the choices and opportunities they have.”

“The PSC now has before it an enormous opportunity to engage Marylanders in an important teachable moment to help them better understand how they can make their own choices that enable them to control their electricity costs. RESA stands ready to assist the PSC in these efforts. It is time to work together, as RESA members have with the public utility commissions in Pennsylvania, New York and Connecticut to educate consumers. I thank Chairman Davis, Delegate Hecht and Senator Pugh for their vision and leadership in introducing this vitally important customer education bill,” Kooper continued.

To access RESA’s energy-shopping guide for Maryland consumers visit www.resausa.org and click on the Maryland map.

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About RESA

RESA’s members include ConEdison Solutions; Constellation NewEnergy, Inc.; Direct Energy Services, LLC; Exelon Energy Company; GDF SUEZ Energy Resources NA, Inc.; Gexa Energy; Green Mountain Energy Company; Hess Corporation; Integrys Energy Services, Inc.; Just Energy; Liberty Power; Sempra Energy Solutions LLC. For more information, contact RESA Executive Director Tracy McCormick at (717) 566-5405 or go to www.RESAUSA.org