



For Immediate Release

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**RETAIL ENERGY SUPPLY ASSOCIATION COMMENDS THE
NEW YORK STATE PUBLIC SERVICE COMMISSION'S
IMPROVED "POWER TO CHOOSE" ENERGY WEBSITE**

Harrisburg, PA (August 24, 2010) – The Retail Energy Supply Association (RESA), a leading trade association of retail energy suppliers committed to the advocacy of vibrant and sustainable competitive residential and commercial retail energy markets, today commended the New York Public Service Commission (Commission) for their efforts to further improve the www.newyorkpowertochoose.com website.

“The New York Commission has been very proactive in customer education,” said Stephen Wemple, the New York State Chair for RESA and VP of Regulatory Affairs at ConEdison Solutions. “This revamped energy shopping website allows customers to comparison shop on the Commission website, viewing a variety of energy “products” from different companies based on the customer’s zip code. The “Power to Choose” site is extremely user-friendly and enables residential consumers to competitively shop for electricity and natural gas and click through to sign up with the supplier that has the product that’s best for them. RESA commends the Commission for its diligence in putting forth a more interactive website for consumer use. Clearly, the New York Commission has put forth a model energy shopping site that can be emulated by others states as they look for examples of what they can do to educate their own residents on customer choice.”

The Power to Choose website has been in existence since 2005. The newly unveiled website shows real time offers and rates to customers, allowing the public to easily search for offers in their zip codes, compare offers, and save and print current offer information. There are more than 60 retail energy service companies now uploading information into this system for customer use. Since the Power to Choose website was introduced in 2005, consumer shopping for electricity has grown from 425,000 to 1,280,000 customers, an increase of 300%.

About RESA

RESA's members are ConEdison Solutions; Constellation NewEnergy, Inc.; Direct Energy Services, LLC; Energy Plus Holdings 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; PPL EnergyPlus; Sempra Energy Solutions LLC. For more information, contact RESA Executive Director Tracy McCormick at (717) 566-5405 or go to www.RESAUSA.org