



For Immediate Release

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RETAIL ENERGY SUPPLY ASSOCIATION MEMBERS PARTICIPATE IN ENERGY FAIR -- EDUCATE PENNSYLVANIA BUSINESS CUSTOMERS ON ENERGY CHOICE OPTIONS

Harrisburg, PA (July 14, 2009) – On Wednesday July 7th 2009 the members of the Retail Energy Supply Association (RESA), the leading trade association of retail energy suppliers committed to the advocacy of a vibrant and sustainable competitive retail energy market, participated in a retail choice supplier fair hosted by PPL Electric in Harrisburg, Pennsylvania. More than 300 officials from more than 125 corporate employers attended this initial supplier fair. This event provided large commercial and industrial customers with the opportunity to learn about the transition to a competitive electricity market and to meet with potential new electricity suppliers in anticipation of the expiration of rate caps in PPL's service territory at the end of this year.

In 1996, the Pennsylvania General Assembly passed the Electric Choice Act, which ended the inefficient monopoly control of the electric industry and empowered customers with a choice in their electric generation supplier. However, electric rates were capped at pre-1996 levels for PPL and other utilities. Unfortunately, electricity costs have risen dramatically since then and new suppliers have been unable to enter the market to compete against the artificially capped rates. PPL's rate cap expires at the end of this year and many new competitive suppliers, including RESA members are expected to enter the market to compete to provide service to customers on PPL's system.

“Our members are a broad range of national and international energy service providers who are poised to offer a variety of innovative products and services to all customers in Pennsylvania and other states with retail choice,” said Ron Cerniglia, Vice President and Pennsylvania State Chairman for RESA. “Just as competition in the telecommunications industry has brought significant innovations like the Blackberry and I-Phone, as competition takes hold in the electric industry, Pennsylvanians will enjoy new options for their electric service. For example, many RESA members offer electricity generated from green and renewable sources and offer demand reduction and energy efficiency services that help consumers use electricity in a smarter, more efficient manner. Our members are very excited about the transition to competition in Pennsylvania and we recognize the thoughtful efforts the Pennsylvania Public Utility Commission have taken. We look forward to future opportunities like this initial energy fair to educate more customers about the benefits they can derive from competitive electricity markets.”

RESA member companies including ConEdison Solutions, Direct Energy, Exelon Energy, GDF Suez Energy North America, Hess Corporation, and Sempra Energy Solutions participated in and exhibited at this commercial and industrial-oriented energy fair. To learn more about electric competition in Pennsylvania, visit <http://www.resausa.org/go.cfm?do=Page.View&pid=97>.

The Retail Energy Supply Association is a broad and diverse group of retail energy suppliers who share the common vision that competitive retail energy markets deliver a more efficient, customer-oriented outcome than a regulated utility structure. RESA members are devoted to working with all stakeholders to promote vibrant and sustainable competitive retail energy markets for residential, commercial and industrial consumers.

About RESA

RESA's members include Consolidated Edison Solutions, 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 Corp.; RRI Energy; Sempra Energy Solutions LLC. The comments expressed in this statement represent the position of RESA as an organization but may not represent the specific views of each member company. For more information, contact RESA Executive Director Tracy McCormick at (717) 566-5405, or visit www.RESAUSA.org.