



The competitive market in New Jersey is taking root with many retail suppliers offering a wide variety of value-added products and services to business and residential customers.

- Value-added products and services include:
 - Fixed and variable price products to enable customers to manage their energy bills to best meet their needs
 - Green energy options including renewable energy based, demand response, energy efficiency and carbon reduction products
 - Affinity-based products to offer customers additional value and savings opportunities with airlines, retail stores and other service and product vendors
- For New Jersey business customers, the competitive market is particularly robust, with competitive suppliers serving, as of December 2011:
 - 89% of the industrial customer load
 - 78% of the large business customer load
 - 83% of the medium-sized business load
 - 47% of the small business customer load
- According to the New Jersey Board of Public Utilities (“BPU”), as of December 2011, competitive suppliers are serving over 462,459 New Jersey customer accounts comprising 8,430 megawatts of load

- Electric choice is available in all New Jersey service territories. According to the BPU, as of January 2012:
 - 54 competitive suppliers are active in the PSE&G service territory
 - 43 competitive suppliers are active in the Jersey Central Power & Light Company service territory
 - 39 competitive suppliers are active in the Atlantic City Electric service territory; and
 - 23 competitive suppliers are active in the Rockland Electric service territory
- Additional market-supportive policies are needed to ensure New Jersey residents and small businesses have the same opportunities to benefit from electric choice as medium-sized and large businesses. These policies include:
 - More robust consumer education through a BPU-sponsored educational website to provide neutral third-party information to augment industry efforts
 - A default service structure that removes current artificial-priced barriers that favor incumbent utilities and make it difficult for suppliers to compete for smaller business and residential customers on a long-term basis
 - A market structure that enables competitive suppliers to have the same access to customer information for billing, operations and collections as the incumbent utilities currently possess

RESA MEMBER COMPANIES INCLUDE:

*as of 1/11/12

