

DON'T PULL THE PLUG ON CONSUMER ELECTRIC CHOICE



DIFFERENT RETAIL SERVICE PLANS OFFER DIFFERENT VALUE



PRICE PLANS



ECO-FRIENDLY



VALUE ADDED PRODUCTS

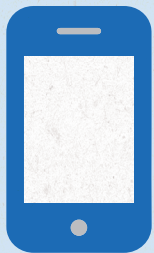


VARYING CONTRACT LENGTHS

CONSUMER NEEDS
VARY...SO GIVE THEM
OPTIONS & CHOICE

CONSUMERS LIKE CHOICE

JUST LIKE WHEN THEY PICK A CELLULAR PLAN



AND THEY'VE ALREADY CHOSEN



MARCH 1, 1998

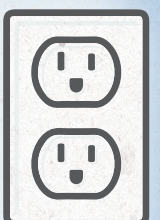
ENERGY RATES
ARE VOLATILE

WHEN CONSUMERS HAVE THE RIGHT TO
CHOOSE, THEY CAN DECIDE TO LOCK IN RATES
THAT OFFER PEACE OF MIND & STABILITY



A WINNING STRATEGY: CHOICE VS. MONOPOLY

THERE IS A BETTER OPTION THAN JUST BASIC SERVICE



KNOW ALL THE FACTS

WE BELIEVE IN WORKING TOGETHER WITH OFFICIALS AND CONSUMERS TO IMPROVE THE
MARKET AND INNOVATE. FOR MORE THOUGHTFUL DISCUSSION AND RELEVANT FEEDBACK,
LEARN MORE AT: www.resausa.org/ma-consumer-choice