

DTE Energy[®]



GreenCurrents

Developing Partnerships in Non-Traditional Markets

Bill Inserts, Bangtails, Direct Mail...Now What?

October 2008



DTE Energy Overview

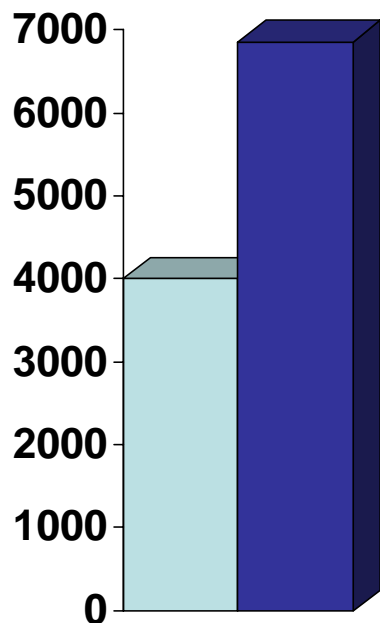
Service territory of Southeast Michigan

- Highest unemployment rate in country
- Detroit has large number of low income customers
- 2.2 million electric customers
- 1.1 million Natural Gas customers
- Began GreenCurrents renewable energy program April 2007





2007 Results: Enrollment Objectives Eclipsed

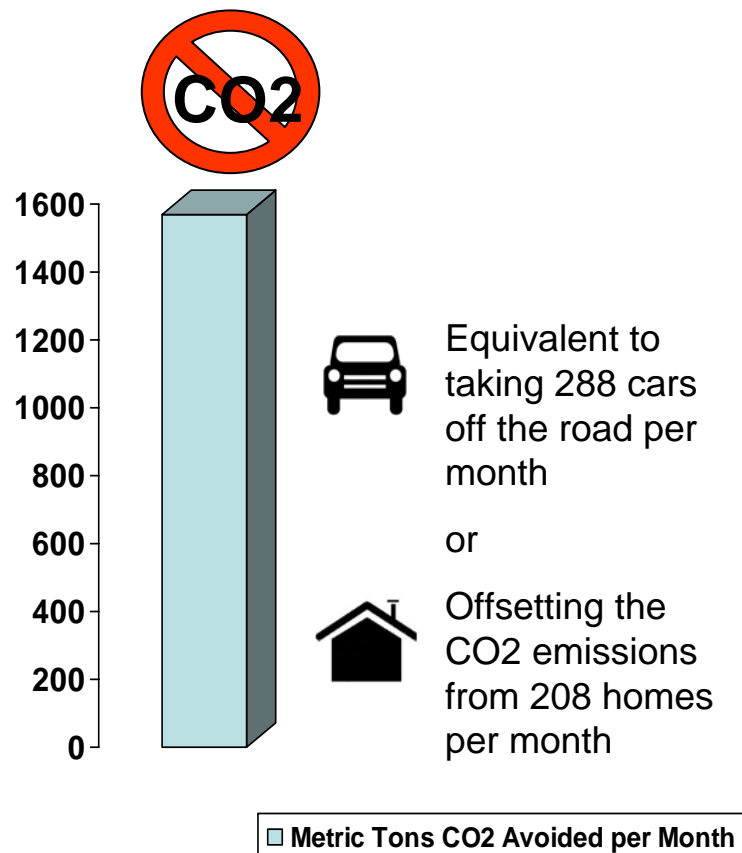


GCs achieved its Year One enrollment objectives and exceeded it by 70%.

Target Actual



2007 Results: 1,640 Metric Tons of CO2 Offset



Source: Clear Sky Power

- GreenCurrents ended the year with 6,822 residential participants – offsetting more than 1,570 Metric Tons of CO₂ per month.
- 39 business customers accounted for an additional 70 Metric Tons of avoided CO₂ per month.
- Customer enrollments are on pace with the country's leading utility-sponsored green programs.



2007 Results: Michigan Renewable Energy Supply Expanded

GreenCurrents successfully contracted for Michigan-generated Renewable Energy Credits (RECs) to meet customer demand for the program – Fast tracking the development of new renewable energy resources for Michigan:

- **Stoney Corners Wind Farm** (Richland Township, Michigan)
- **Green Meadow Farms Bio-Energy** (Elsie, Michigan)
- **White Lake Landfill** (Whitehall, Michigan)
- **Harvest Wind Farm** (Michigan's Thumb Area)



Photos: Harvest Wind Farm

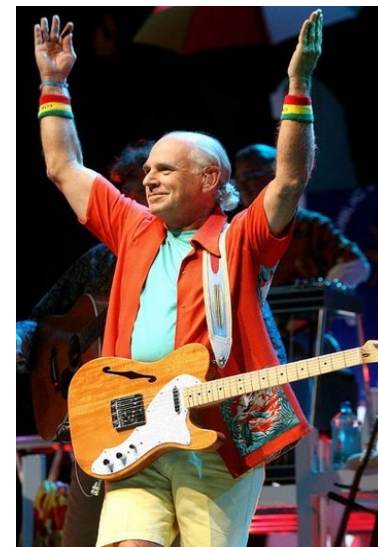




Initial Marketing Attempt

DTE Energy Music Theatre

- Largest outdoor music venue in country
- 15,274 seat capacity
- 800,000 customers a year
- DTE has partnership with Palace Sports Entertainment





Results

Disappointing results - less than 5 enrollments at show

Lessons Learned:

- Large number of people does not necessarily equate to a large number of enrollments
- Choose a venue that attracts your program's demographics
- Need a recognizable tie-in to the artist, venue and event in order to garner attention
- Any enrollment incentive should be an extension of the event
- Audience needs to view you as an integral part of the festivities
- Need active support from the artist and venue to have the greatest impact

Back to the drawing board!



The Ark – a grassroots partnership approach



- Intimate historical venue located in downtown Ann Arbor – a key demographic
- Holds over 300 acoustic concerts a year - Joan Baez, Arlo Guthrie, Gin Blossoms, etc.
- Average 150 people per night - 45,000 per year
- Supports progressive environmental initiatives





DTE Energy/ARK Partnership

- DTE Energy has sponsored over 100 concerts at the ARK, Oct 2007 – Nov 2008
- It has been a win/win/win for everybody

The Program

- DTE sponsors green concert series at the ARK
- DTE promotes the ARK sponsorship in bill inserts, radio, and other publicity outlets
- ARK promotes sponsorship on web and in calendar
- DTE gets 90 second promo on stage before each show
- DTE offers free CD from the performing artist for enrolling in GreenCurrents
- This has resulted in over **1,600 enrollments in GreenCurrents**





Lessons Learned

- Fans of acoustic concerts support renewable energy
- Acoustic artists are very supportive of environmental initiatives
- CD giveaway is a great outreach incentive
- Ability to do 90 second intro on stage before concert has big impact
- Less than 15% churn from enrollments received in this type of showcase event
- Do best with singer songwriters/Celtic/environmentally friendly performers



Other Venues

Building on this success we have rolled the program out to venues which offer similar opportunities to reach our core audience:

- Detroit Festival of Arts
- Detroit River Days
- Arts Beats and Eats





Results

Detroit Festival of the Arts

Not scheduled in 2007

217 enrollments in 2008

Detroit River Days

131 enrollments in 2007

220 enrollments in 2008

Arts Beats and Eats

Scheduled for 2009





Summary

- **Every utility service territory has**
 - Acoustic venues
 - Festivals
 - Events
 - Large outdoor music theaters
- **Each of these is an opportunity!**
 - Become an interactive part of the event
 - Enlist the support of venue management and the performing artists
 - Make a connection to the audience
 - **This model has proven successful!**



Contact Information

Dennis J. Mullan, Ph.D.
Program Manager, Strategic Marketing
GreenCurrents Renewable Energy Program
DTE Energy
One Energy Plaza, 1274 WCB
2000 Second Avenue
Detroit, Michigan 48226
email: mulland@dteenergy.com
Tel: 313.235.7433
Fax: 313.235.1170