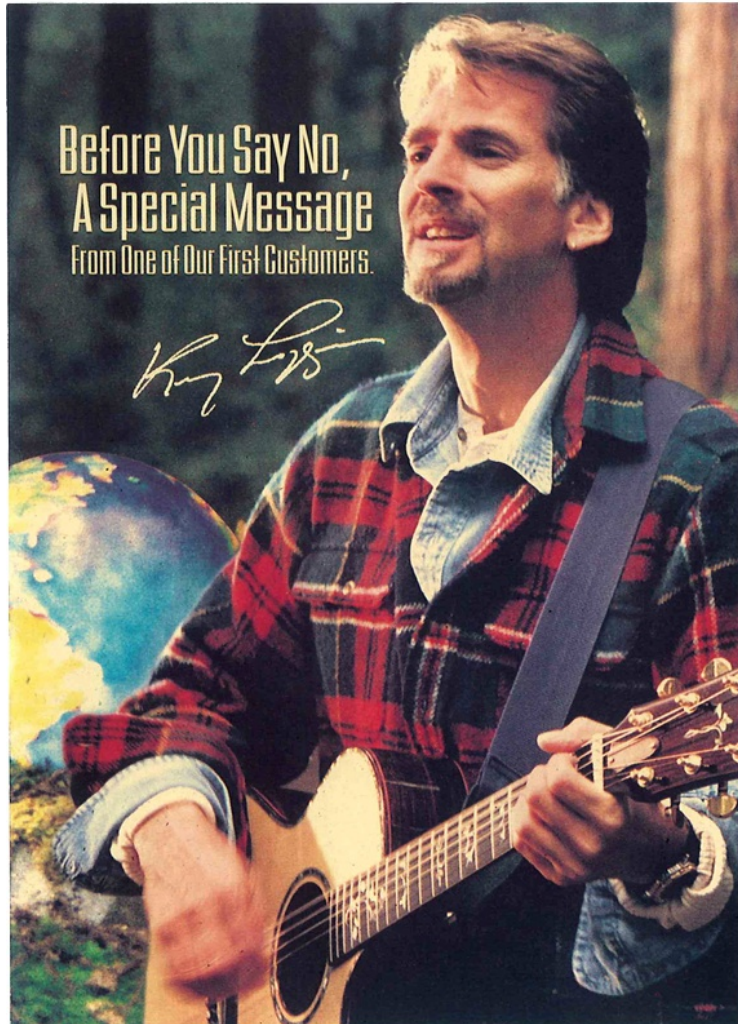


Lessons from a Decade of Green-e Market Development

National Renewable Energy Marketing Conference
October 27, 2008

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Center for Resource Solutions
415-561-2100
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Lifestyle Appeal



Dear friends,


Many of you know me as a musician. But I'm also a husband, father and committed environmentalist. I've spent much of my career working to create positive environmental change.

There are lots of ways we can help protect the planet, but I'm convinced that by supporting renewable energy, we can begin to reduce air pollution on a truly grand scale. I hope you'll join me by becoming a Green Mountain Energy customer. It's one of the simplest choices you can make and one of the most important things we can do for the Earth.

Sincerely,

Kenny Loggins

Kenny Loggins



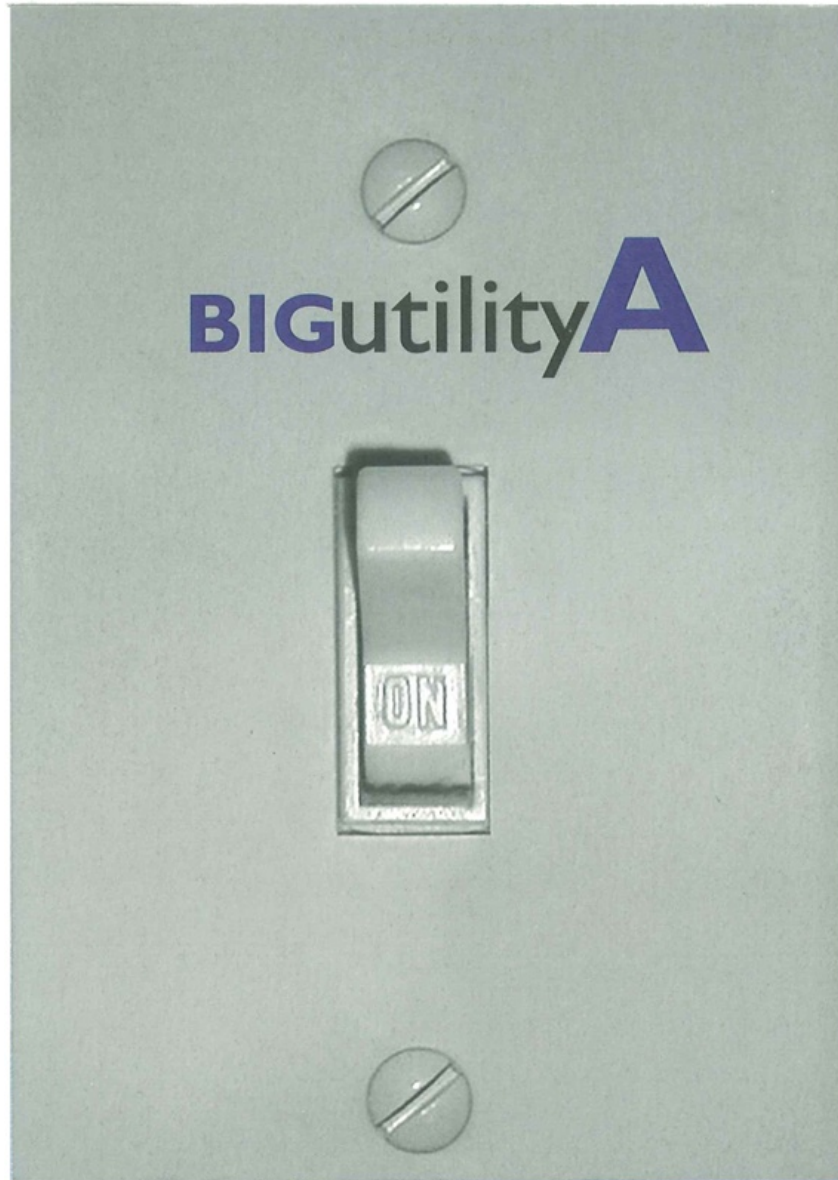
Green Mountain Energy

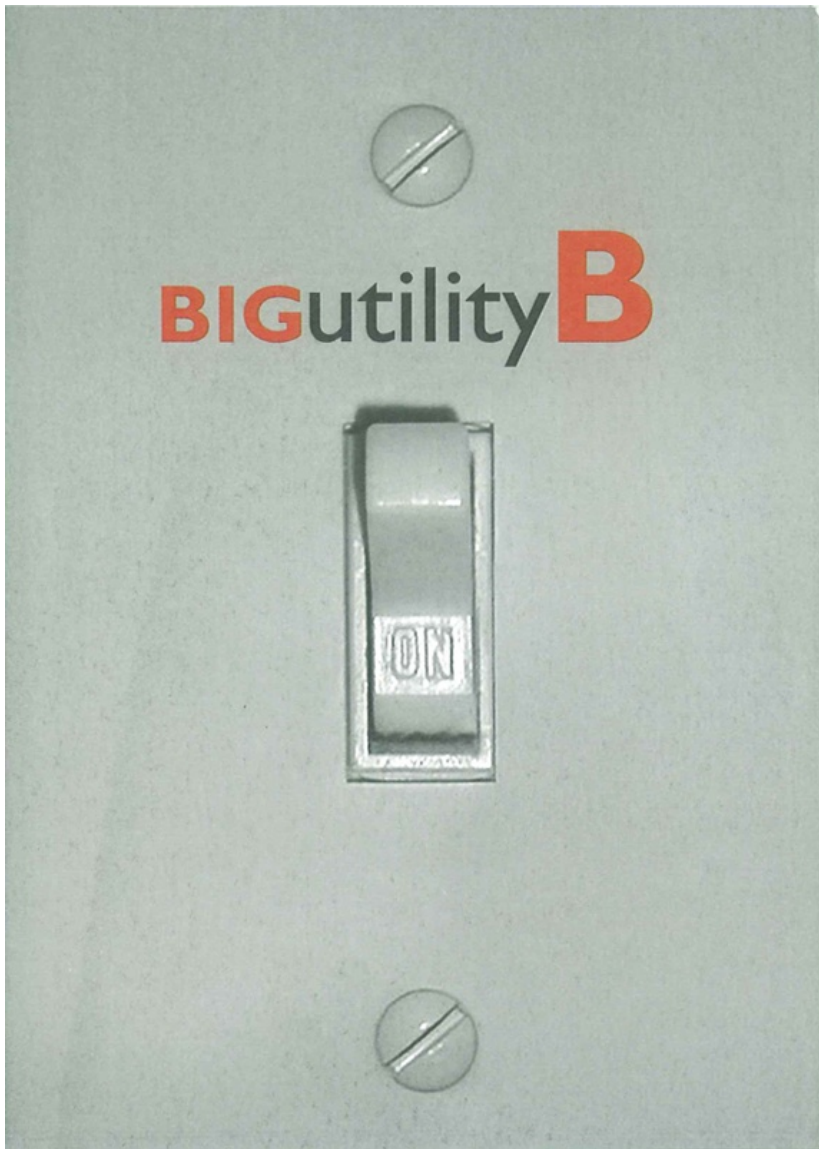
Choose wisely. It's a small planet.™

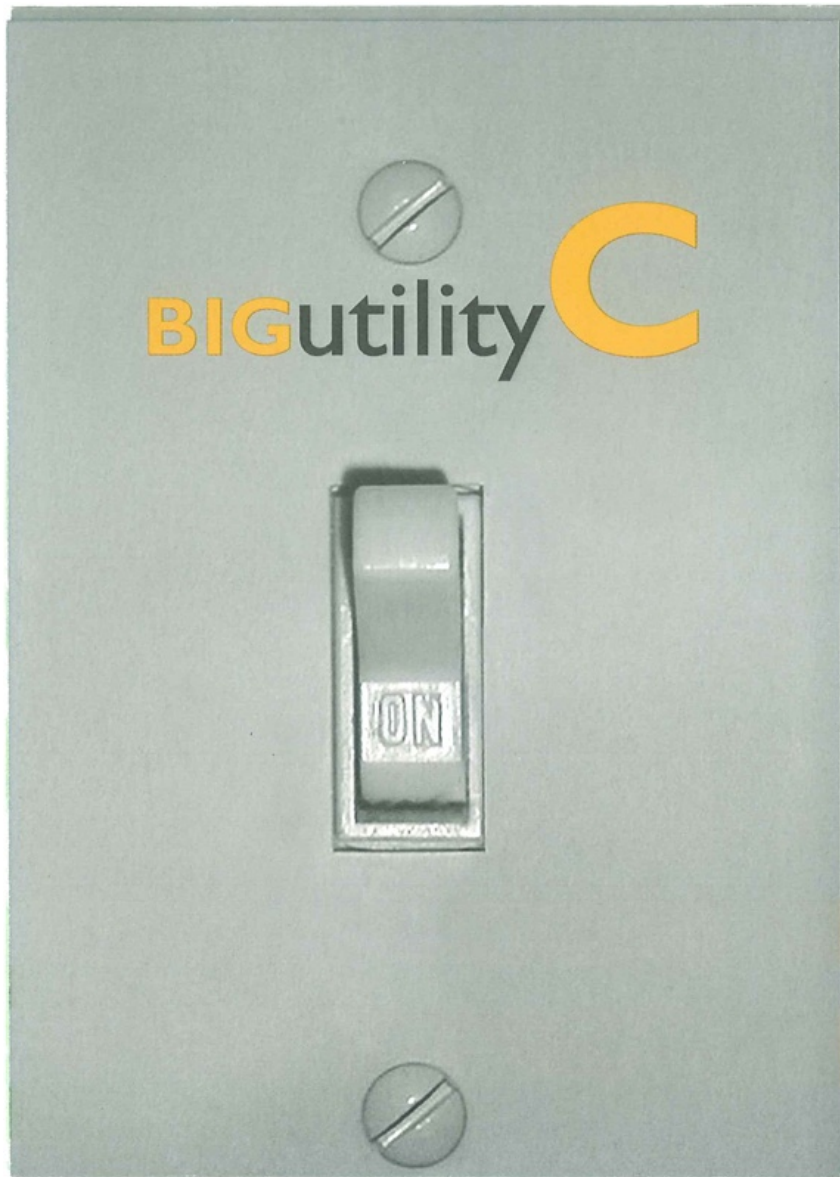
LN-009 ©1999 Green Mountain Energy

The right side of the advertisement features a smaller photograph of Kenny Loggins performing on stage, playing an acoustic guitar and singing into a microphone.

Just Say No to Utility Power









FLIP'EMoff

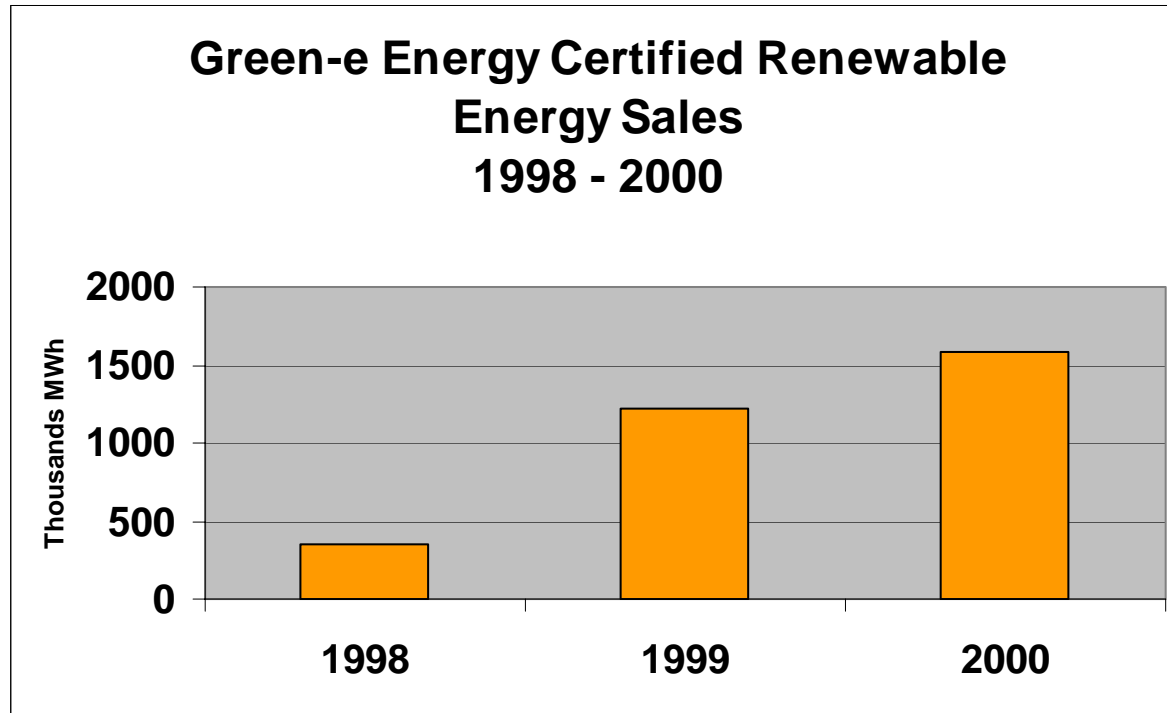
*Mail brochure
Connecticut Energy
Cooperative*

Good Housekeeping Seal of Approval



Green-e

Off to a Good Start



*In California, by the year 2000, **84%** of the residential customers who switched power providers switched to a Green-e certified product. For nonresidential customers, **25%** of those that switched suppliers switched to a Green-e certified retailer.*

Crisis

“THE CALIFORNIA **ENERGY CRISIS**; Power **Crisis** a National Threat”
Los Angeles Times Jan 26, 2001

“THE CALIFORNIA **ENERGY CRISIS**; PG&E Declares Bankruptcy”
Los Angeles Times - Apr 7, 2001

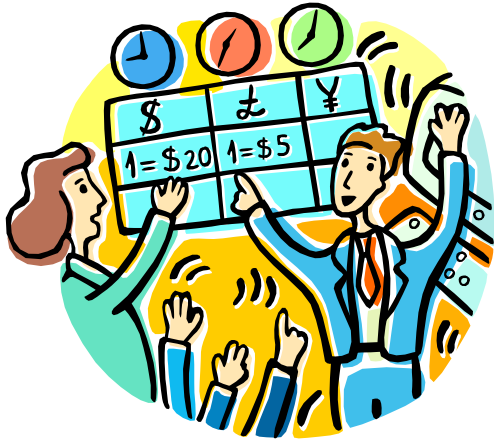
“Bush, Cabinet members huddle on California **energy crisis**”
CNN International - Jan 29, 2001

“Experts Doubt Federal Plan Will Ease California **Energy Crisis** “
San Jose Mercury News Apr 27, 2001

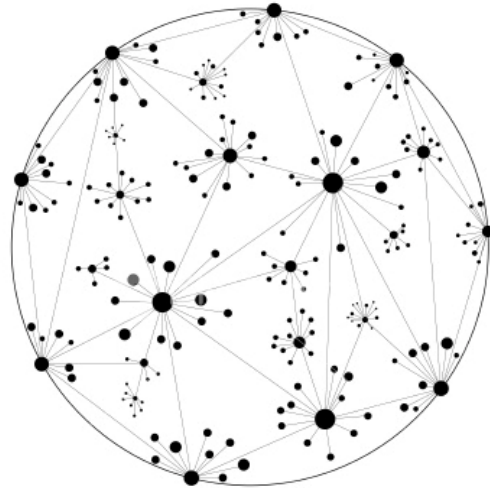
“*California **Power Crisis** Drives Alternative Power Services Out of Business*”
Knight Ridder/Tribune Business 2/20/01

“*Pursuant to California Public Utilities Commission Decision D.01-09-060, the right of retail end-users (customers) to acquire direct access electric service from Energy Service Providers (ESPs) is suspended, effective September 20, 2001. “*

New Developments



REC Trading

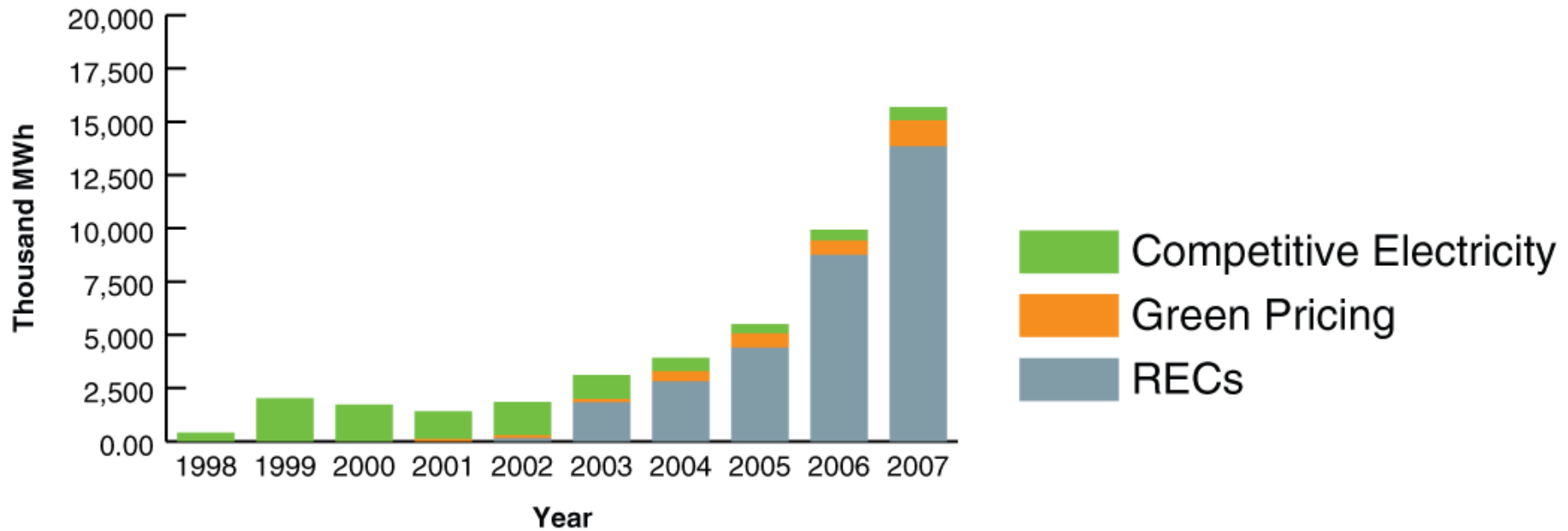


Tracking Systems



**Green-e National
REC Standard**

Market Transformation



Sales of Green-e Certified Renewable Energy

Today's Market



“Corporate Sponsorship for a Wind Farm”
The New York Times

“Intel Becomes Largest Purchaser of Green Power in the U.S.”
Business Wire

“Fifty-three Fortune 500 Corporations Surpass EPA Green Power Goals”
US EPA

“Steelcase, the furniture company, is paying to name a new wind farm in Panhandle, Tex., after the son of the company’s founder. “ *NYT*, 3/18/08



 A photograph of a wind turbine against a clear blue sky. The turbine is dark-colored and is shown from a low angle, looking up. The blades are in motion, creating a slight blur.

BIG Wind

Small Footprint

NBC11, in partnership with 3Degrees, commits to supporting 3,369 MWh per year of renewable energy through the purchase of Green-Energy Certified® renewable energy certificates (RECs). Our purchase prevents the emission of 4,591,947 pounds of carbon dioxide, the environmental equivalent to protecting 473 acres of carbon-capturing trees or removing 450 cars from the road for one year.




The Future

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