



News Release

NEW NYSEG AND RG&E ELECTRICITY SUPPLY CHOICES IN EFFECT JANUARY 1
FOR IMMEDIATE RELEASE

Rochester, NY, November 3, 2009 – Effective January 1, NYSEG and RG&E electricity customers will be able to choose either supply service from their utility or supply service from an energy services company (ESCO) at any time.

With an abundance of electricity supply choices now available from ESCOs, the Voice Your Choice electricity supply choice enrollment programs at NYSEG and RG&E that served as a transition from traditional regulated utility electricity supply rates to a new competitive retail electricity supply model have come to an end.

The new supply service offered by NYSEG and RG&E will consist of a fixed delivery price and variable transition and supply prices. Supply service from an ESCO will consist of a fixed delivery price, a variable transition charge and ESCO supply provided under terms agreed to by an ESCO and a customer. NYSEG and RG&E will no longer offer fixed-price electricity supply options.

NYSEG and RG&E customers currently enrolled in their utility's fixed or variable price option will be placed in their utility's new supply service option unless they select an ESCO for their energy supply.

Customers already receiving their electricity supply from an ESCO will be placed in the ESCO Supply Service option, unless the customer chooses to discontinue ESCO service or the ESCO chooses to discontinue service to the customer. If customers who currently receive electricity supply from an ESCO have questions about their supply service, they should contact their ESCO directly.

Customers interested in purchasing electricity supply from an ESCO can do so at any time. ESCOs may offer fixed or variable supply prices.

"Our customers have demonstrated their awareness of energy choice after participating in many *Voice Your Choice* enrollment programs," said Terri VanBrooker, director - customer service at NYSEG and RG&E. "Since awareness is high and supply options are well-established, rather than require

customers to make a supply selection over a two-month period, we now encourage our customers to compare supply offers and choose a supply option any time.”

More information about energy choice, including a list of ESCOs, can be found at nyseg.com or rge.com (click on “Usage and Safety,” then on “Choose a Supplier”).

About NYSEG and RG&E: NYSEG and RG&E are subsidiaries of Energy East Corporation, a super-regional energy services and delivery company in the Northeast. NYSEG serves 873,000 electricity customers and 259,000 natural gas customers across more than 40% of upstate New York. RG&E serves 362,000 electricity customers and 299,000 natural gas customers in a nine-county region centered on the City of Rochester. By providing outstanding customer service and meeting customers’ energy requirements in an environmentally-responsible manner, NYSEG and RG&E will continue to be valuable assets to the communities they serve. For more information, visit nyseg.com and rge.com.

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