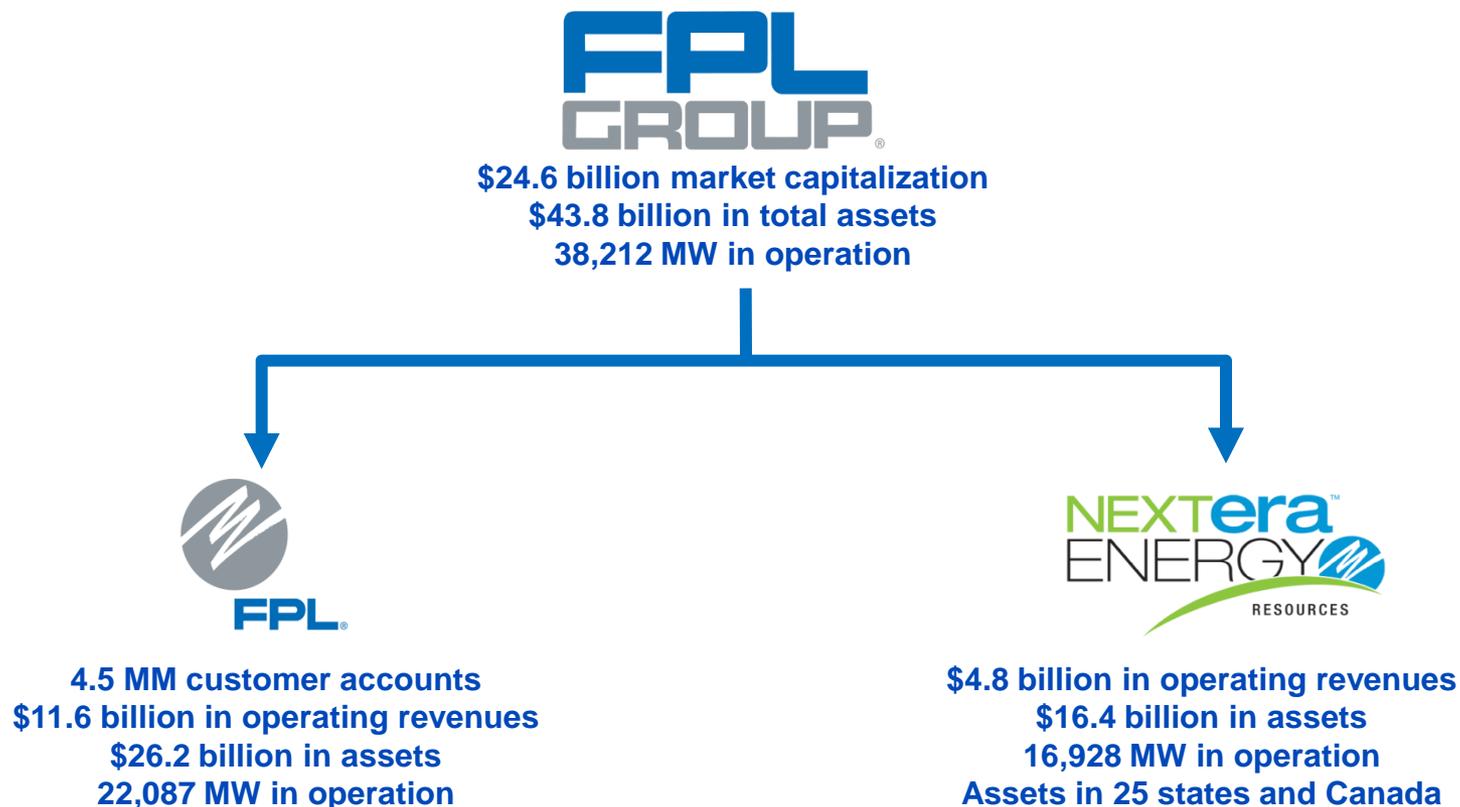


Engaging the Consumer

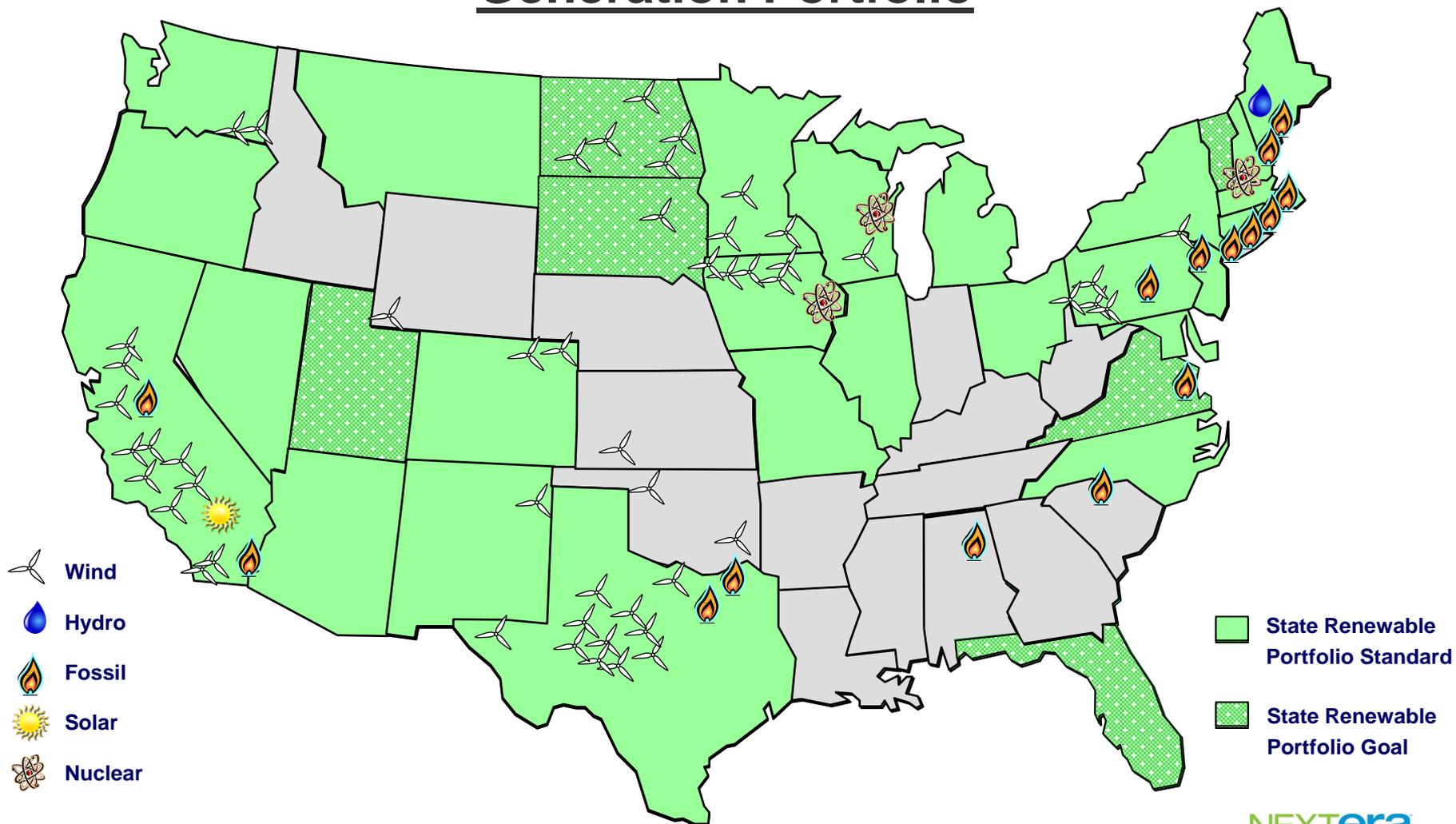
FPL Group, Inc. is a Fortune 150 corporation



The S&P and Moody's gives FPL Group credit ratings of A and A2

NextEra Energy is the largest producer of renewable energy in North America

Generation Portfolio



As of December 31, 2008

FPL Group and NextEra Energy have a history of leadership and promoting responsible practices

For Leadership in Sustainability and Environmental Responsiveness



For Promoting Best Practices in the Energy Industry



Despite the economy, consumer interest climate change is growing

- Attitudes...
 - 68% of U.S. adults believe the effects of global warming will be manifest at some point in their lifetimes
 - 38% feel climate change will pose a *serious threat* in their lifetimes (*2009 Gallup Poll*)
 - 87% of consumers feel it is their duty to contribute to a better society and the environment (*Edelman Public Relations, 2008*)
 - 63% of consumers report admiring companies tackling climate change. (The Climate Group)
 - 71% feel it important to purchase eco-friendly products (PriceGrabber)
 - 72 % of Americans report global warming is important to them personally. (Yale/George Mason study; September/October 2008)

Consumer values regarding sustainability have caused companies to rethink products and brand positioning

- ...translate into valuable market behaviors
 - 54% of shoppers consider sustainability to be one of their decision making factors (*2008 Deloitte GMA Sustainability Consumer study*)
 - 41% of consumers have chosen a particular brand because of its environmental practices (The Climate Group)
 - 54% of “boomers” (40 million people) – have actually purchased environmentally-safe products (Focalyst and AARP)
 - 30% of consumers avoid buying products from corporations they don’t feel are environmentally responsible (2008 GfK Roper Green Gauge study)

Sounds great but consumer action related to the growing internal value is low

The question is: Who are these consumers and how do we engage them to take action?

- NextEra Energy research has identified a large, growing, and responsive target audience called the “WannaDos”
- A large portion of the population – conservatively a third – who want to “do the right thing” about energy and climate change, but without having to change personal behavior too much
- Proprietary research has helped NextEra Energy learn how to address the opportunity created by WannaDos’ latent willingness to specifically address climate change and energy issues.

“Wannados” – People, who under the right circumstances, will do the right thing

Concerned about
climate change

Want to make a
difference

Don't want to be
inconvenienced



Don't want to
change routine
behaviors

Looking for easy
& understandable
opportunities

Concerned about
future generations

We need to connect the emotional desire to the action and behaviors of customers

- Brands make life simpler
 - Help us to behave in ways that accomplish what we aspire to do as human beings
- Allow consumers to express personal values
 - Better future for our children
 - Participation – Part of a larger movement
- Offers need to be authentic, responsible, transparent

We must make the customer action, simple, rewarding and part of every day life

EarthEra creates an emotional connection for consumers to brands

- A powerful and simple message
- Offers more tightly connect shared consumer values and brands' aspirations to be:
 - more environmentally conscious
 - address climate change
 - make a difference in our energy future
 - achieve impact now and for future generations
- EarthEra is an ingredient brand that can be incorporated into a brands product line in a variety of ways

The Key: The EarthEra offer is made in the context of the consumer's normal pattern of purchase behavior

The EarthEra Renewable Energy Trust shifts the focus from RECs and Offsets to building a better future

Your company purchases/sells EarthEra Environmental Products



Your Business...

- Receives Environmental Benefits
- Communicates your values to your consumers
- Builds a Clean Energy Future
- Create a greater consumer connection to your brand – one of shared values

100% of funds are directed to the EarthEra Renewable Energy Trust



A clean energy future



New renewable projects built by NextEra Energy Resources

100% of Trust Funds

100% of funds build new renewable energy projects. All administrative expenses, salaries, and marketing costs for EarthEra are covered by NextEra Energy

To date over \$20 million has been committed to the EarthEra Renewable Energy Trust



Thank you

**To find out more, visit our booth or on the web
at www.earthera.com**