

SolarSPARC[®]

Smart People Accelerating Renewable Change



Green
Mountain
Energy[®]

Our Approach to Solar and the “92 percenters”

Solar is the future. It is part of Green Mountain’s DNA. And 92% of our customers are interested.



DENIERS....



ACCOMMODATORS....



PIONEERS, INNOVATORS
AND LEADERS....

The Solar Product Strategy and Portfolio

Offer products for all customers interested to benefit from solar energy and encourage increased solar adoption over time.

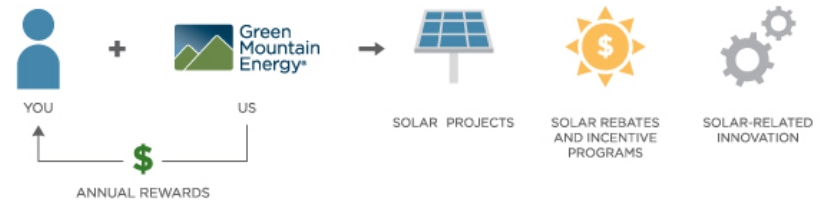


Virtual Solar and SolarSPARC

Virtual solar provides an affordable solar alternative and spurs the development of distributed generation.

- Marketing Overview

- Going solar is easy
- Help make solar more affordable and abundant in your community
- Earn annual rewards



- Product Details

- Content: 10 – 100% solar (nationally-sourced)
- Term: MTM – 12 mth term
- Pricing: Slight pricing premium
- Channels: Available across all channels
- Appreciating annual loyalty credits
- Monthly GME contribution to the SolarSPARC fund



The SolarSPARC Fund

The SolarSPARC fund has subsidized the development of approximately 350 kW of solar to-date.



Donations to qualified non-profits....



Solar subsidies as part of commercial renewable energy solutions....



Residential rebate programs and funding technology/business innovation.....

SolarSPARC Successes and Lessons Learned

SolarSPARC has been a overwhelming success – but not without lessons learned.

- Integrate your mission and brand as part of the product strategy and development
- Consumers are willing to pay a premium when the value is there
- Work closely with risk and supply
- Don't unnecessarily complicate the product

QUESTIONS?

Jason Sears

Jason.Sears@greenmountain.com

512.750.3716