



California Experience. Electricity Expertise.

Strategic Energy®, now operating as Direct Energy Business, entered the California market in 2000 and has continued to serve our California customers according to their choice. We currently supply approximately one-third of the commercial Direct Access load in the state.

We offer a full range of product and service choices for California Direct Access customers, including fixed price, index priced (market-based) and portfolio approaches, as well as renewable energy certificates.

Our California Regulatory and Government Affairs Team is dedicated to developing a strong retail electricity market, advocating the benefits of choice and achieving what is best for our customers and all electricity users in the state.

California's market structure is, and will continue to be, the most complex in the nation. Your electricity choices can be affected by issues such as resource adequacy, renewable standards, capacity vs. free market principles, the Long Term Procurement Proceeding, demand response programs, greenhouse gas emissions standards and market redesign (MRTU), as well as market suspension and re-opening.

We can offer you insights and guidance based on in-depth knowledge, years of experience and up-to-the-minute awareness of the California market.

Call 760.929.4735 today for a no-cost, no-obligation consultation.



Direct Access – most recent news

In December 2006, Strategic Energy, in collaboration with AReM and 200 individual customers and groups filed a petition at the California Public Utility Commission (CPUC) urging them to open an investigation into re-opening the Direct Access marketplace.

In April 2007, CPUC President Michael Peevey issued a Proposed Decision to proceed with such an investigation, and in May, the CPUC approved the Decision.

While market re-opening is not a certainty, if things go according to the Commission's proposed plan, the market could be open as soon as 2009.

We believe this is a very positive direction for Direct Access and all California businesses. If you are considering your energy strategy in light of these proceedings, please contact us at BusinessInfo@directenergy.com or by calling 760.929.4735.



Learn More

We're dedicated to helping electricity users in California's competitive marketplace realize the benefits of electricity choice in the territories of:

- San Diego Gas & Electric (SDG&E)
- Pacific Gas & Electric (PG&E)
- Southern California Edison (SCE)

If you are currently served by a competitive electricity service provider in California, Direct Energy Business can begin serving you as soon as your current contract expires. If you are currently with a utility but eligible for Direct Access, we can begin serving you as soon as your three-year minimum stay expires.

To get an electricity quote from Direct Energy Business or for a no-cost, no-obligation consultation about your choices and current issues in the California market, call us at 760.929.4735.

About Direct Energy Business

Transparent pricing, experienced guidance and unequalled service. Direct Energy Business is dedicated to serving our customers with innovative energy management solutions. As your energy partner, we can help you gain greater control of your energy costs and streamline your procurement process.

With more than 20 years of industry experience, we are dedicated to helping companies make cost-effective choices for their electricity and natural gas requirements. Contact us to talk about your energy demands, and we'll help you navigate the procurement options available in your service area. To learn more about our company and other energy strategies for commercial and industrial enterprises, visit www.directenergybusiness.com or call 800.830.5923.

In addition to California, we serve energy customers in the deregulated markets of Connecticut, Delaware, Illinois, Maine, Maryland, Massachusetts, Michigan, New Jersey, New York, Ohio, Pennsylvania, Rhode Island, Texas, the District of Columbia, Alberta, British Columbia, Manitoba, Ontario and Quebec.



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