

Index Priced Product

Index Priced Strategies for Natural Gas

The Direct Energy Business Index Priced (market-based) Product offers you the flexibility to pursue competitive pricing on the wholesale market. We will work with you to analyze your natural gas usage profile and budget objectives to recommend a product that is in line with your goals. With the Index Priced Product, you'll leverage your risk tolerance to secure pricing that supports your business objectives.

Our index priced contracts are available with flexible lengths. However, contract terms and conditions may vary based on regional legislation and your individual load profile.

Our Index Priced Product offers the following benefits for businesses of all sizes.

■ Greater Flexibility

Price fluctuations in the natural gas market can create opportunities to secure advantageous rates. Compared to more conservative offerings with lengthier contract terms, the Index Priced Product positions you to take advantage of price drops or minimize exposure to future price spikes. You can float in the index market as you wait and watch for forward market conditions that align with your energy strategy.

■ Continual Market Monitoring

We work with you to develop a plan based on your benchmarks and monitor the spot market on your behalf. We actively report on current and projected pricing opportunities that can support your cost control efforts.

■ Competitive, Transparent Pricing

Our fully transparent pricing structure provides a clear view of your procurement choices. We can help you develop a strategy to time your index or fixed price purchases when pricing cycles are best for your business.

■ Streamlined Conversion to a Fixed Price Strategy

We simplify the process of locking in a fixed rate when market conditions can benefit your business. The Fixed Price Product offers a range of options to support your energy management needs, including contracts with full requirements and swing.

Recommended for commercial and industrial businesses with:

- Higher volume of natural gas consumption
- Greater risk appetite and budget flexibility
- A sophisticated energy management program
- Uncertainty in consumption patterns resulting from process realignment, retrofits or other operational factors

An energy strategy to:

- Ride the market in pursuit of advantageous pricing for longer-term contracts
- Minimize the risk of locking into a fixed price or long-term contract when prices are at relative highs
- Streamline procurement with simplified short- and long-term contract signings, including conversion to our Fixed Price Product

Requirements:

- Agreement to contract terms
- Credit review





A Customized Approach for Natural Gas Supply

Direct Energy Business is committed to helping our customers choose the right energy management strategy for their business. As we talk to you about your natural gas strategy, we take the time to fully understand your business objectives and usage requirements before providing a recommendation.

Seasonal demand cycles, unusual weather events and crude oil market dynamics are just a few of the factors that can affect natural gas pricing in the forward and spot markets.

With our product offerings, we can support your natural gas needs. Whether you are searching for budget stability, the flexibility to float in the market or a combination of the two, Direct Energy Business is dedicated to working with you to find powerful solutions that best meet your supply needs.

Index Priced Offering Process

Get started on cost control quickly with our streamlined process.

- Request a free quote by calling 800.830.5923 or visiting www.directenergybusiness.com. (A sample bill may be required for this process.)
- Review the competitive price and service terms.
- Sign our Index Priced Agreement.
- Receive a letter from Direct Energy Business upon successful enrollment. (Contingent upon timely fulfillment of your order and credit review.)

About Direct Energy Business

Direct Energy Business is dedicated to serving our customers with industry-leading energy management solutions. 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 energy 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.



800.830.5923
BusinessInfo@directenergy.com

Copyright © 2010 Direct Energy Business.

Direct Energy® and the Energy Bolt Design are either registered trademarks or trademarks of Direct Energy Marketing Limited in the United States and/or Canada used under license.

District of Columbia License No. EA-04-4-4.
Maryland License Nos. IR-437; R-719; R-791.
Texas PUCT Cert. No. 10011.

This sheet is printed on Opus Paper. Opus contains fiber from well-managed, independently certified forests and contains 10% Post Consumer Waste. Additionally, 100% of the electricity used to manufacture Opus is Certified Renewable Energy.

DEB 00200 (10)