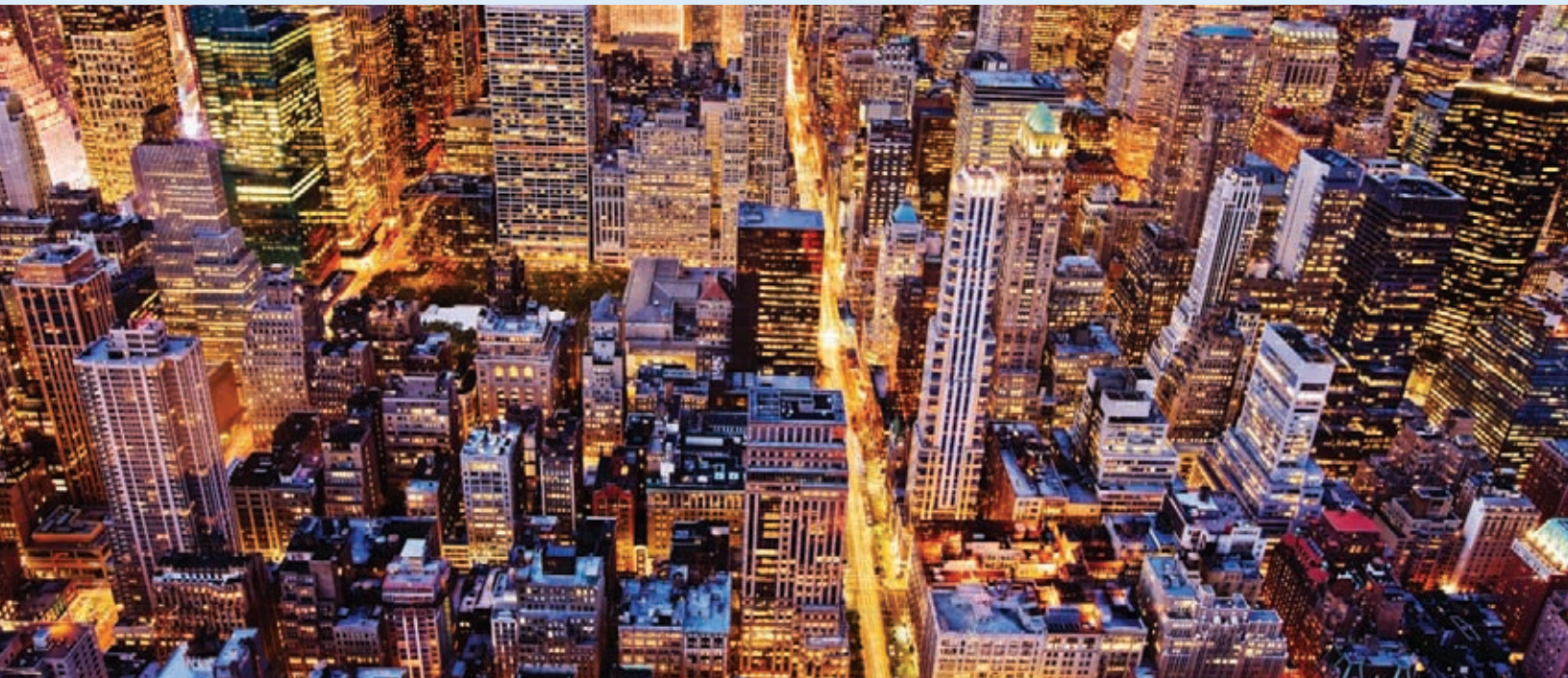


Choice. Efficiency. Innovation.

At **Direct Energy**, we believe that competitive energy markets deliver significant benefits to North Americans. By investing in energy efficiency innovation and delivering choice in a variety of retail electricity and natural gas products to home- and business-owners, **Direct Energy** is supporting the development of tomorrow's energy markets today. We're also investing in upstream power and gas to ensure we'll be a stable, long-term partner to the millions of customers we serve in both Canada and the United States.

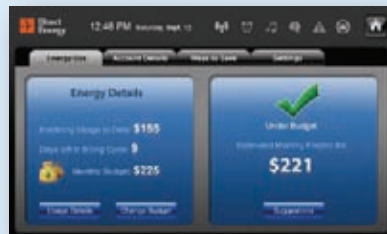


Switch to Smart with Direct Energy



Home Energy Manager™

Working with partners Whirlpool, Best Buy, Lennox and OpenPeak, Direct Energy developed this prototype software application set within a user-friendly, touch screen device. The Home Energy Manager™ will provide customers with electricity usage information and allow them to set overall budget limits, establish time periods when large appliances and air conditioners will operate and respond to alerts from local electricity providers. A 12-month pilot is set to begin in Houston in 2010.



FM radio signals

Direct Energy is using FM radio signals to link utilities and smart-grid enabled devices in homes and businesses, thereby reducing peak usage.

Energy efficiency audits and upgrades

Direct Energy works with customers to provide audits, as well as the latest in upgrades for home and business. High efficiency and geothermal heating and cooling systems, water heaters, improved insulation and windows are available in eight states and all 10 Canadian provinces.

Weatherization programs for low-income homes

Direct Energy and the City of Houston are working together to provide weatherization products and services aimed at reducing residential energy consumption of low-income, single-family homes. Since the program began, Direct Energy has installed energy efficiency measures in more than 6,000 homes with an average energy reduction of 12 percent on a typical monthly consumption of 1,200 kilowatt hours.

“ As North America’s largest competitive energy and services retailer, Direct Energy is helping millions of home- and business-owners get smart about their energy use. By investing in, and supporting, the development of products and technologies that help our customers manage supply and demand, we’re helping them to make the switch: *the Switch to Smart.* ”

Chris Weston
President and CEO
Direct Energy



www.directenergy.com/switchtosmart

 **Direct Energy**
Simple. Friendly. Direct.