

Power for change.

North American Power



Lock in our Low Rate into 2014!*

*****ECRWSS**R001

MR. TODD

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NY



7.81¢

Central Hudson

6.79¢

North American Power



Dear Todd,

Above rates are in cents per kWh. North American Power's rate is fixed for 4 months as of 10/10/13. Central Hudson's rate reflects an average of prior 4 months' rates.

As a New York resident, you may be paying more for your electricity supply from your current supplier than necessary. Every month, electricity rates change, meaning you could be paying even more this month than you paid last month. Why not fix your rate with North American Power?

Because New York offers residents *energy choice*, you can choose your electric supplier and evaluate the rates you pay. As you can see from the chart to the right, **switching to North American Power can offer better price stability** than your local utility. It's easy to switch, and takes only a few minutes.

Here's how it works:

WE SUPPLY

When *energy choice* came to New York, it created opportunities for companies like ours to buy energy on the wholesale market and compete with other suppliers - offering customers like you more competitive and stable rates.

THEY DELIVER

Central Hudson realizes profits from delivering the electricity that powers your home. You're still a valuable customer to Central Hudson, and you still get the same delivery service from Central Hudson.

YOU WIN

It's truly seamless. We'll simply become your supplier and be referenced on your monthly bill from Central Hudson. They will still read your meter and service your lines, **but you could pay less!**

Best wishes,

Kerry Breitbart

Kerry Breitbart
Founder and CEO
North American Power

P.S. I've included answers to some of our most frequently asked questions on the back of this letter. Please take a moment to read the details for yourself - your satisfaction is important.

A difference of 13%!

7.81¢

6.79¢

Central Hudson
past 4 month average

North American Power
4 month fixed rate

Comparison is based upon Central Hudson's charges from the past 4 months. NAP's rate reflects our 25% renewable, 4-month fixed-rate product.

**Have more questions?
We're here to help:**

Call: 1.877.572.2179

Go online: ny-nap.com

We don't charge a fee to join North American Power, and it only takes a few minutes to switch.

Just have your existing bill ready and:



Call **1.877.572.2179**

OR



Go online at **ny-nap.com**

ATTENTION CENTRAL HUDSON CUSTOMERS:

***** We also offer **NATURAL GAS SUPPLY!** *****

Lock in a fixed, stable rate today before winter arrives.
Have both bills ready and call **1.877.572.2179** or visit **ny-nap.com**.

Enroll in both electric and natural gas supply and you will be eligible to receive a **\$100 VISA® Gift Card!**

\$100
WELCOME BONUS

SOUTH AMERICAN POWER 10/13

New Fixed Rate. Same Bill.

Compare our electric supply rate to your provider's supply rate.†

You'll still get your regular bill, but with the changes below

Central Hudson	7.81¢
North American Power	6.79¢

Above rates are in cents per kWh. North American Power's rate is fixed for 4 months as of 10/1/13. Central Hudson's rate reflects an average of prior 4-month rates.†

Sample Central Hudson Bill

Questions About Your Bill? See the website for help. For further help call a Customer Service Representative at 845-432-1234. Our phone lines are busiest Monday and Tuesday mornings. We can better respond to your call if you avoid these times.

YOUR BILL DURING A 6 MONTH PERIOD

CENTRAL HUDSON	North American Power
Electric Charge	\$178.50
Regulation	\$178.50
Customer Charge	\$178.50
Electric Assistance	\$0.00
Customer Service	\$178.50
TOTAL DURING 6 MONTH PERIOD	\$714.00

Aug 14, 2013 - Aug 15, 2013

Bill Type	Start Date	End Date
REGULAR	8/14/13	8/15/13
NEW RATE	8/16/13	8/17/13