

July 12, 2010
FOR IMMEDIATE RELEASE

Gateway Power and Oncor customers to share smart-meter learning experience

MONTEBELLO, NY – Gateway Power Services will share a valuable learning experience with its customers in the Oncor service area this summer. Through a three-month pilot program called the Lifestyle Energy Plan, the company hopes to simplify and demystify the benefits of smart meters.

The company will test two time-of-use rate structures, both of which will provide customers with incentives to shift power usage to off-peak hours and deterrents to use power during peak hours. Customers will have the luxury of zero risk. They'll have online access to reports that will show them details about their usage, as well as a side-by-side billing analysis of the Lifestyle Plan versus their current rate plan. Any savings accrued will be realized as a bill credit at the end of the pilot. After a post-pilot survey, customers will also receive a \$50 Visa® Prepaid Card to thank them for their participation.

“Our customers in Oncor will benefit from a simple, easy-to-understand program that will not require the purchase of fancy equipment or complicated programming,” said Steven J. Maslak, president and CEO of Gateway. “At the core of our Lifestyle Energy Plan is the basic premise that a few small adjustments by enough people can effect significant change in the amount of energy consumed.”

Gateway reached out to 287 of its customers in the Oncor service area by letter. Criteria for participation included residential customers who already have an Oncor-installed smart meter and are enrolled on Gateway's variable-rate Tex Flex Plan, instead of a fixed rate. Of these, 51 customers opted in to the program by taking a brief survey, answering a series of demographic questions. They also evaluated eight common household power guzzlers by rating them as easy or hard to shift to hours outside of 2-6 p.m. Their survey scores determined the variation of the Lifestyle Energy Plan on which they were placed.

Of the respondents, 18% qualified for the Busy Life Plan, which will give them a 20% discount on electricity usage on weekdays from 6 p.m. to 9 a.m. and all day on weekends. The plan will cost customers a premium of 50% for the power they use between 9 a.m. and 6 p.m. The balance of customers (82%) qualified for the Max Savings Plan, giving them a 20% discount every day on usage during all hours outside of 2-6 p.m. with a 60% premium during those peak hours.

“We're excited to throw our hat into the ring of smart-meter technology,” said Maslak. “The potential to learn about the energy behavior of our customers is enormous and critical to help us continue to innovate and tailor our products.”

Gateway Power Services is the Texas division of Gateway Energy Services Corporation.

About Gateway Energy Services

Gateway Energy Services Corporation, based in Montebello, Rockland County, N.Y., is one of the largest independent retail energy suppliers in North America, providing natural gas and electricity to thousands of residential and business customers in 35 deregulated energy markets across eight states, the District of Columbia and Ontario, Canada. Founded in 1997, Gateway Energy provides competitive energy products to consumers giving them more control over their energy costs. (www.gesc.com)

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