



FOR IMMEDIATE RELEASE
July 12, 2010

Contact: Kevin Wright
(217) 741-5217

ICC Report Solid Proof That Retail Electric Competition and Customer Choice in Illinois Is a Success

SPRINGFIELD, IL -- JULY 12, 2010 - According to an ICC Report, retail electric competition and customer choice have grown substantially among medium and small commercial and industrial customers in both the Commonwealth Edison (ComEd) and Ameren Illinois Utilities (AIU) service territories, a key indicator that competitive electric supply, provided by alternative retail electric suppliers, is spreading rapidly among these customer segments. Very large and large non-residential customers continue to be served almost entirely by alternative retail electric suppliers rather than by the incumbent utility.

The Report by the Office of Retail Market Development states that more than half of the total electric consumption of ComEd's and AIU's customers is currently provided by alternative retail electric suppliers. What's more, 76% of all non-residential load in the ComEd service territory is provided by alternative electric suppliers, and in the AIU service territory, 83% of all non-residential load in AmerenIP, about 69% all non-residential load in the AmerenCIPS, and 81% of all non-residential load in AmerenCILCO is provided by alternative retail electric suppliers.

Furthermore, the Report shows double-digit increases in alternative electric supplier provided service for almost all of the Ameren customer classes during the last year. While historically lagging behind the competitive activity in the ComEd area, the share of retail electric supplier provided usage is now higher in the Ameren Illinois Utilities area than it is in the ComEd area.

"The Report is solid proof that Illinois' competitive retail electricity market is one of the most successful in the country. More and more Illinois businesses and governmental units are exercising their choice to shop for the energy supplier who offers them the best price, terms and conditions," said Kevin Wright, former ICC Chair and now President of the Illinois Competitive Energy Association (ICEA).

"ICEA member companies and others are providing customized energy products and services that meet the needs of all types of consumers -- from small businesses, schools, hospitals, universities, and units of government to large manufacturers and heavy energy users. Whether consumers desire fixed-price or variable products, demand response, energy efficiency, or renewable products, alternative retail electric suppliers have a wide array of options to meet those needs," said Wright.

Another key indicator of Illinois' successful competitive retail electric market is the large number of retail electric suppliers actively serving ComEd and Ameren customers. The Report indicates that there are 22 suppliers selling electricity in the ComEd service territory and twelve

1601 Clearview Dr., Springfield, IL 62704 * 217-741-5217 * wright2192@sbcglobal.net * www.illinoiscompetitiveenergy.com



suppliers selling electricity in the Ameren service territory. Ten suppliers have obtained certification to serve residential and small commercial customers.

A major finding of the Report indicates that there appears to be effective competition among the active retail electric suppliers in almost all non-residential customer segments in both the ComEd and AIU areas. This finding is strong evidence of robust competition for most market segments instead of a few dominate suppliers providing electric power and energy supply service.

"The General Assembly and the Illinois Commerce Commission are to be commended for enacting market-based policies and programs, stemming from the 1997 electric restructuring law, that have shaped one of the most robust retail electricity markets in the nation. Their wise actions have provided business and public sector customers with substantial cost savings along with innovative products and services unavailable in the regulated monopoly market," said Wright.

The Report also outlines the progress in promoting retail electric competition and choice to residential and small commercial customers through the legislatively mandated and Commission approved utility consolidated billing and purchase of receivables (UCB/POR) programs. These programs are designed to encourage competitive suppliers to provide competitive electric supply offers to mass market customers.

Ameren received Commission approval and implemented its program last fall. ComEd has submitted its program to the Commission for approval and expects to launch its UCB/POR program by year's end. "Competitive suppliers will have an opportunity to bring lower prices, renewable energy options, and innovative rate and service offerings to residential and small commercial customers that are now available to and enjoyed by commercial and industrial customers." said Wright.

###

The Illinois Competitive Energy Association (ICEA) is an Illinois-based trade association of competitive energy suppliers dedicated to preserving and enhancing customer choice and the competitive electric and natural gas industries. Members include Ameren Energy Marketing, Champion Energy Services, Constellation NewEnergy, Direct Energy Services, Exelon Energy Company, Integrys Energy Services, MC Squared Energy Services, Midwest Generation, and Nordic Energy Services.