

FILE

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TO: RENEE JENKINS

FAX

FROM: TOM SIUDAK

CITY OF PARMA OPT IN OPT OUT DOCUMENTS

TOTAL PAGES - 7

 **The E Group**
A Division of
FirstEnergy Solutions Corp.

Tom Siudak
The E Group
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Akron, OH 44320
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June 6, 2009

Dear City of Parma Business,

The City of Parma is providing you the opportunity to join with other businesses to save money on the electricity you use. Savings are possible through a concept called government aggregation, where City officials bring together citizens to gain group buying power for the purchase of electricity from a retail electric generation provider certified by the Public Utilities Commission of Ohio. Parma voters approved this program in November 2000.

There is no cost for enrollment and you will not be charged a switching fee. You do not need to do anything to participate. The City researched options for competitive electricity pricing for you. We have again chosen FirstEnergy Solutions Corp., a subsidiary of FirstEnergy Corp., to provide you with electric generation – or the competitive portion of your electric bill – through May 2012.

As a member of this aggregation, you are guaranteed to save 4 percent off your Price to Compare. Your Price to Compare consists of bypassable generation and transmission related components, which are the charges associated with the costs for purchased power and to deliver the power through the transmission system.

To estimate what your savings per kilowatt-hour (KWH) will be through this program, locate your Price to Compare on your electric bill. Divide your Price to Compare by 100, then multiply by 0.04 (4%) to determine your savings per KWH. Multiply that number by your total monthly usage. The final number is how much you can expect to save each month you use the same amount of electricity.

You will see your electric savings from FirstEnergy Solutions after your enrollment has been completed and your switch has been finalized – approximately 30 - 45 days depending upon your meter read date. Of course, you are not obligated to participate in the City of Parma's electric government aggregation program. If you wish to be excluded from the City's electric government aggregation program and remain a full-service customer of your local electric utility – The Illuminating Company – you have until June 27, 2009 to return the attached "opt-out" form. If you do not opt out at this time, you will receive a notice at least every three years asking if you wish to remain in the program. If you leave the program at any other time, you could be subject to a \$50 cancellation fee from FirstEnergy Solutions.

After you become a participant in this government aggregation program, The Illuminating Company will send you a letter confirming your selection of FirstEnergy Solutions as your electric generation provider. As required by law, this letter will inform you of your option to cancel your contract with FirstEnergy Solutions within seven days of its postmark. To remain in the City's government aggregation program, you don't need to take any action when this letter arrives.

In Ohio's electric environment, The Illuminating Company will continue to maintain the system that transmits and delivers power to your business – no new poles or wires will be built by FirstEnergy Solutions. You will continue to receive a single, easy-to-read bill from your local electric utility with your FirstEnergy Solutions charges included. The only thing you'll notice is savings.

If you have any questions, please call FirstEnergy Solutions toll-free at 1-866-636-3749, Monday through Friday, 8 a.m. to 5 p.m. Please do not call the City of Parma with aggregation program questions.

Sincerely,

City of Parma

P.S. Return the opt-out form only if you do not want to participate in the City's electric government aggregation program.

OPT-OUT FORM – CITY OF PARMA BUSINESS ELECTRIC GOVERNMENT AGGREGATION PROGRAM**BUSINESS**

By returning this signed form, you will be excluded from the opportunity to join with other businesses in the City of Parma's Electric Government Aggregation Program.

I wish to opt out of the City of Parma Electric Government Aggregation Program.

☐

(Check box to opt out)

Service address (City, state and zip): _____

Phone number: _____

Account holder's signature: _____

Date: _____

Mail by June 27, 2009 to: City of Parma Electric Government Aggregation Program, 341 White Pond Drive, Akron, Ohio 44320

City of Parma Electric Aggregation Program — Frequently Asked Questions

What is aggregation?

Under governmental aggregation, local officials bring citizens together to gain group buying power for the purchase of competitively priced electricity from a retail electric generation supplier certified by the Public Utilities Commission of Ohio.

How is the City able to choose a licensed electric generation supplier on my behalf?

In November 2000, Parma's residents voted to allow the City to contract for an electric generation supplier on their behalf.

How will I know if I can save money under the City's electric government aggregation program?

Under the City's aggregation program, the price you pay for electric supply is guaranteed to be 4 percent lower. In other words, each month, you'll pay 4 percent less for the competitive portion of your electric supply than if you had not joined the City's government aggregation program.

What does "opt out" mean?

"Opt out" means that you can decide not to participate in the City's electric aggregation program. By returning the opt-out form, which is included in this mailing, you will not be enrolled as an electric customer with FirstEnergy Solutions, the City's electric generation supplier, and you will not receive the 4 percent discount.

What happens if I do not send in the opt-out form?

If you do not return the opt-out form postmarked by the required date, you will be included in the City's electric aggregation program and will begin receiving competitively priced electricity from FirstEnergy Solutions.

Can I opt out of the program at a later date?

Yes, but you will be subject to a \$50 cancellation fee from FirstEnergy Solutions if you cancel for any other reason but moving. However, you will be sent a notice at least every three years asking if you wish to remain in the program. At that point, you may opt out at no cost.

What are my energy supply choices if I decide to opt out?

You can stay with your current electric utility, which will continue to supply your electricity as it always has. Or, you can shop for a new electric supplier. A list of electric suppliers certified by the Public Utilities Commission of Ohio and their current prices is available by calling the Ohio Electric Choice answer center at 1-888-632-1314 or by visiting www.ohioelectricchoice.com.

Can I opt out over the phone?

No, you must mail in your completed form and it must be postmarked by the deadline.

Who is FirstEnergy Solutions?

FirstEnergy Solutions Corp., a subsidiary of FirstEnergy Corp., offers a wide range of energy and related products and services, including the generation and sale of electricity and energy planning and procurement. FirstEnergy Solutions is a leading competitive supplier of energy to residential and commercial and industrial customers in Ohio, Pennsylvania, New Jersey, Maryland, Illinois and Michigan.

What is the toll-free number for questions?

For answers to your questions, please call 1-866-636-3749, Monday through Friday, 8 a.m. to 5 p.m.

If I join the City's electric aggregation program, who will deliver my power, read my meter and respond to emergencies, such as power outages?

Your local electric company will be responsible for the distribution of power to your home or business. Since your local electric utility still owns the wires and poles that deliver power to you, it will continue to read your meter and restore power after an outage.

Is your price for power fixed, or does it vary?

In this program, the discount you will receive is fixed, so each month you will save 4 percent off the competitive portion of your bill. Since the actual price per kilowatt-hour charged by the utility changes each month based on the season and your usage, the price per kilowatt-hour from FirstEnergy Solutions will also change each month. **Regardless, you are guaranteed to save 4 percent off the competitive portion of your electric bill.**

June 6, 2009

Dear Parma Electric Customer,

Because your business is located within the community of Parma, you qualify for discounted savings on your electric generation. Through government aggregation, your community has negotiated and secured a special discounted price on electric generation from FirstEnergy Solutions, a subsidiary of FirstEnergy.

To take advantage of this offer, you must complete and return the opt-in form below by June 27, 2009. By doing so, you receive savings of 4 percent on your electric generation now until May 2012. You will also continue to receive a single easy-to-read bill and reliable service from your local electric utility – Ohio Edison. FirstEnergy Solutions' charges will be noted on the bill separately, but what you will notice most is the savings.

We are pleased we were able to negotiate this energy dollar savings on your behalf as part of Ohio's new electric law. Be sure to complete and return the attached opt-in form below no later than June 27, 2009.

We know you will appreciate the extra money we are able to return to you through our government aggregation program. If you have any questions, call FirstEnergy Solutions at 1-866-636-5749, 8 a.m. – 5 p.m., Monday – Friday.

Sincerely,

City of Parma

(Reply Card)

Yes! I want to opt-in for savings through the electric government aggregation program. ☐ (Please check)

Account Holder Name on Electric Bill _____

Electric Service Address _____

Phone Number _____

Account Holder Signature _____

Date _____

Mail by June 27, 2009 to Electric Government Aggregation Program,
341 White Pond Drive, Akron Ohio 44320

City of Parma Electric Aggregation Program — Frequently Asked Questions**What is aggregation?**

Under governmental aggregation, local officials bring citizens together to gain group buying power for the purchase of competitively priced electricity from a retail electric generation supplier certified by the Public Utilities Commission of Ohio.

How is the City able to choose a licensed electric generation supplier on my behalf?

In November 2000, Parma's residents voted to allow the City to contract for an electric generation supplier on their behalf.

How will I know if I can save money under the City's electric government aggregation program?

Under the City's aggregation program, the price you pay for electric supply is guaranteed to be 6 percent lower. In other words, each month, you'll pay 6 percent less for the competitive portion of your electric supply than if you had not joined the City's government aggregation program.

What does "opt out" mean?

"Opt out" means that you can decide not to participate in the City's electric aggregation program. By returning the opt-out form, which is included in this mailing, you will not be enrolled as an electric customer with FirstEnergy Solutions, the City's electric generation supplier, and you will not receive the 6 percent discount.

What happens if I do not send in the opt-out form?

If you do not return the opt-out form postmarked by the required date, you will be included in the City's electric aggregation program and will begin receiving competitively priced electricity from FirstEnergy Solutions.

Can I opt out of the program at a later date?

Yes, but you will be subject to a \$25 cancellation fee from FirstEnergy Solutions if you cancel for any other reason but moving. However, you will be sent a notice at least every three years asking if you wish to remain in the program. At that point, you may opt out at no cost.

What are my energy supply choices if I decide to opt out?

You can stay with your current electric utility, which will continue to supply your electricity as it always has. Or, you can shop for a new electric supplier. A list of electric suppliers certified by the Public Utilities Commission of Ohio and their current prices is available by calling the Ohio Electric Choice answer center at 1-888-632-1314 or by visiting www.ohioelectricchoice.com.

Can I opt out over the phone?

No, you must mail in your completed form and it must be postmarked by the deadline.

Who is FirstEnergy Solutions?

FirstEnergy Solutions Corp., a subsidiary of FirstEnergy Corp., offers a wide range of energy and related products and services, including the generation and sale of electricity and energy planning and procurement. FirstEnergy Solutions is a leading competitive supplier of energy to residential and commercial and industrial customers in Ohio, Pennsylvania, New Jersey, Maryland, Illinois and Michigan.

What is the toll-free number for questions?

For answers to your questions, please call 1-866-636-3749, Monday through Friday, 8 a.m. to 5 p.m.

Can I stay on budget billing/equal payment plan or have my payment automatically deducted from my checking account as I do now?

Yes, The Illuminating Company will continue to offer those programs. However, budget billing applies only to charges from The Illuminating Company.

The budget billing program **does not apply** to your charges from FirstEnergy Solutions. FirstEnergy Solutions is a different company from The Illuminating Company. On your monthly The Illuminating Company statement, you'll notice a charge from FirstEnergy Solutions for generation and transmission.

If I join the City's electric aggregation program, who will deliver my power, read my meter and respond to emergencies, such as power outages?

Your local electric company will be responsible for the distribution of power to your home or business. Since your local electric utility still owns the wires and poles that deliver power to you, it will continue to read your meter and restore power after an outage.

Is your price for residential power fixed, or does it vary?

In this program, the discount you will receive is fixed, so each month you will save 6 percent off the competitive portion of your bill. Since the actual price per kilowatt-hour charged by the utility changes each month based on the season and your usage, the price per kilowatt-hour from FirstEnergy Solutions will also change each month. **Regardless, you are guaranteed to save 6 percent off the competitive portion of your electric bill.**

June 6, 2009

Dear City of Parma Resident,

The City of Parma is providing you the opportunity to join with other residents to save money on the electricity you use. Savings are possible through a concept called government aggregation, where City officials bring together citizens to gain group buying power for the purchase of electricity from a retail electric generation provider certified by the Public Utilities Commission of Ohio. Parma voters approved this program in November 2000.

There is no cost for enrollment and you will not be charged a switching fee. **You do not need to do anything to participate.** The City researched options for competitive electricity pricing for you. We have again chosen FirstEnergy Solutions Corp., a subsidiary of FirstEnergy Corp., to provide you with electric generation – or the competitive portion of your electric bill – through May 2012.

As a member of this aggregation, you are guaranteed to save 6 percent off your Price to Compare. Your Price to Compare consists of bypassable generation and transmission related components, which are the charges associated with the costs for purchased power and to deliver the power through the transmission system.

To estimate what your savings per kilowatt-hour (KWH) will be through this program, locate your Price to Compare on your electric bill. Divide your Price to Compare by 100, then multiply by 0.06 (6%) to determine your savings per KWH. Multiply that number by your total monthly usage. The final number is how much you can expect to save each month you use the same amount of electricity.

You will see your electric savings from FirstEnergy Solutions after your enrollment has been completed and your switch has been finalized – approximately 30 - 45 days depending upon your meter read date. Of course, you are not obligated to participate in the City of Parma's electric government aggregation program. If you wish to be excluded from the City's electric government aggregation program and remain a full-service customer of your local electric utility – The Illuminating Company – you have until June 27, 2009 to return the attached "opt-out" form. If you do not opt out at this time, you will receive a notice at least every three years asking if you wish to remain in the program. If you leave the program at any other time, you could be subject to a \$25 cancellation fee from FirstEnergy Solutions.

After you become a participant in this government aggregation program, The Illuminating Company will send you a letter confirming your selection of FirstEnergy Solutions as your electric generation provider. As required by law, this letter will inform you of your option to cancel your contract with FirstEnergy Solutions within seven days of its postmark. To remain in the City's government aggregation program, you don't need to take any action when this letter arrives.

In Ohio's electric environment, The Illuminating Company will continue to maintain the system that transmits and delivers power to your home – no new poles or wires will be built by FirstEnergy Solutions. You will continue to receive a single, easy-to-read bill from your local electric utility with your FirstEnergy Solutions charges included. The only thing you'll notice is savings.

If you have any questions, please call FirstEnergy Solutions toll-free at 1-866-636-3749, Monday through Friday, 8 a.m. to 5 p.m. Please do not call the City of Parma with aggregation program questions.

Sincerely,

City of Parma

P.S. Return the opt-out form only if you do not want to participate in the City's electric government aggregation program.

OPT-OUT FORM – CITY OF PARMA RESIDENTIAL ELECTRIC GOVERNMENT AGGREGATION PROGRAM**RESIDENT**

By returning this signed form, you will be excluded from the opportunity to join with other residents in the City of Parma's Electric Government Aggregation Program.

I wish to opt out of the City of Parma Electric Government Aggregation Program.

☐

(Check box to opt out)

Service address (City, state and zip): _____

Phone number: _____

Account holder's signature: _____

Date: _____

Mail by June 27, 2009 to: City of Parma Electric Government Aggregation Program, 341 White Pond Drive, Akron, Ohio 44320