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## *News Release*

NYSEG KICKS OFF ROUND FOUR OF **VOICE YOUR CHOICE** PROGRAM

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*Deadline for Customers to Choose an Electricity Supply Pricing Option Is December 28*

FOR IMMEDIATE RELEASE

**Rochester, NY, November 13, 2007** – NYSEG has launched the fourth round of its **Voice Your Choice** program that gives electricity customers the opportunity to choose an electricity supplier – either NYSEG or an energy services company (ESCO) – and a pricing option – a fixed or variable rate – for all of 2008.

NYSEG is encouraging customers to voice their choice. Earlier in 2007, NYSEG surveyed customers who did not make a choice in 2006 and thus defaulted to a variable price option with NYSEG (either the NYSEG Default Supply or Variable Price Option). More than half of the customers surveyed did not know their current option – or thought they were enrolled in a different option than they are. **The only way for customers to ensure they are receiving the supply choice they want for 2008 is to enroll.**

Residential customers and nonresidential customers who do not pay demand charges as part of their electricity service may select from three options during the **Voice Your Choice** enrollment period:

- **NYSEG Fixed Price Option:** A fixed NYSEG supply charge, a fixed transition charge and a fixed NYSEG delivery charge.
- **NYSEG Default Supply Option:** A variable NYSEG supply charge, a fixed transition charge and a fixed NYSEG delivery charge. The supply charge changes each month as the market price of electricity fluctuates. The electricity supply portion of the Default Supply Option is from a mix of supply resources to moderate the fluctuation in price compared to market prices.
- **ESCO Price Option:** An ESCO supply charge, a fixed transition charge and a fixed NYSEG delivery charge. How much customers pay for their electricity supply depends on their agreement with their ESCO. Customers who would like more information on the ESCO option and ESCO prices should contact ESCOs directly. ESCO prices are not provided to NYSEG.

Nonresidential customers who pay demand charges as part of their electricity service may select from the NYSEG Fixed Price Option, the NYSEG Variable Price Option and the ESCO Price Option. The NYSEG Variable Price Option consists of a variable NYSEG supply charge, a fixed transition charge and a fixed NYSEG delivery charge. The supply charge changes each month as the market price of electricity fluctuates.

**If residential customers and nonresidential customers who do not pay demand charges and who currently obtain their electricity supply from NYSEG do not make a choice**, they will be automatically enrolled in the NYSEG Default Supply Option.

**If nonresidential customers who pay demand charges and who currently obtain their electricity supply from NYSEG do not make a choice**, they will be automatically enrolled in the Variable Price Option.

**If customers who currently purchase their electricity supply from an ESCO do not make a choice**, they will be placed in the ESCO Price Option and continue to purchase electricity supply from their ESCO.

More information, including a list of qualified ESCOs, is available in the ***Voice Your Choice*** enrollment material that will be sent to all current NYSEG supply customers by mid-November. NYSEG customers who currently obtain their electricity supply from an ESCO will receive a postcard in the mail to remind them about the ***Voice Your Choice*** program. Additional information, including copies of the enrollment material, is also available at [nyseg.com](http://nyseg.com) or by calling 1.866.NYSEG.03 (1.866.697.3403).

With any electricity supply pricing option a customer makes, NYSEG will continue to deliver the electricity, safely and reliably.

**Note:** The price of electricity is made up of supply, transition and delivery charges. The **supply** charge is what customers pay NYSEG or another supplier for the electricity they use. The **transition** charge is the difference between the market price of electricity and the price of NYSEG's long-term electricity supply contracts (may be positive or negative). The **delivery** charge is what customers pay NYSEG to transport electricity to their homes and businesses.

**About NYSEG:** NYSEG is a Rochester-based subsidiary of Energy East Corporation [NYSE:EAS], a super-regional energy services and delivery company in the Northeast. We serve 871,000 electricity customers and 256,000 natural gas customers across more than 40% of upstate New York. By providing outstanding customer service, and meeting our customers' energy requirements in an environmentally-responsible manner, we will continue to be a valuable asset to the communities we serve. For more information about NYSEG, visit [nyseg.com](http://nyseg.com).