



CLEVELAND HEIGHTS

September 25, 2009

Dear City of Cleveland Heights Residents,

The City of Cleveland Heights is again offering an electric aggregation program to City residents under which residents may obtain electricity at a discounted rate. The electricity provider chosen by the City is First Energy Solutions Corp., a subsidiary of FirstEnergy Corp., which will provide electricity under the program through May 2012. As you may recall, this program was authorized by the Cleveland Heights voters in November of 2000.

As a member of this aggregation program, you will be guaranteed to save 6 percent off the CEI standard service offer ("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 Cleveland Heights' electric governmental aggregation program. If you wish to be excluded from the City's electric governmental aggregation program and remain a full-service customer of your local electric utility – The Illuminating Company – you have until **October 16, 2009** to return the attached "opt-out" form. Once you are enrolled in the current program, you may opt out at any time, but if you opt out after you are enrolled in the program, you are subject to paying a \$25 cancellation fee to FirstEnergy Solutions. At the end of the current program, you will be given the opportunity to opt out of any future program at no cost.

After you become a participant in this governmental 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 governmental aggregation program, you don't need to take any action when this letter arrives.

REMEMBER: RETURN THE OPT-OUT FORM ONLY IF YOU DO NOT WANT TO PARTICIPATE IN THE CITY'S ELECTRIC GOVERNMENTAL AGGREGATION PROGRAM.

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, 8:00am-5:00pm. **Please do not call the City of Cleveland Heights with aggregation program questions.**

Sincerely,

City of Cleveland Heights

OPT-OUT FORM – CITY OF CLEVELAND HEIGHTS RESIDENTIAL ELECTRIC GOVERNMENTAL AGGREGATION PROGRAM

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

I wish to opt-out of the City of Cleveland Heights Electric Governmental Aggregation Program. (Check box to opt out)

Service address (City, state, zip): _____

Phone Number: _____

Account holder's signature: _____ Date: _____

Mail by October 16, 2009 to:

City of Cleveland Heights Governmental Aggregation Program, 341 White Pond Drive, Bldg. B-3, Akron, Ohio 44320