



CLEVELAND HEIGHTS

September 4, 2009

Dear Cleveland Heights Residents, Businesses and Institutions,

In November of 2000, Cleveland Heights' voters gave the City the authority to institute an Electric Aggregation Program, under which it would arrange for the purchase of electricity in bulk at reduced rates on behalf of Cleveland Heights' residents.

The Electric Aggregation Program successfully operated in the City of Cleveland Heights from 2001 through December of 2005, at which time City Council was forced to discontinue providing discounted power under the program for lack of bids from potential providers.

As a result of activities at the Ohio Public Utilities Commission and changes in the marketplace, First Energy Solutions Corp. has agreed to again provide electric power to City residents and businesses at discounted rates through the City's Electric Aggregation Program for a period of approximately 33 months commencing this fall. The agreement with First Energy Solutions provides a guaranteed rate of 6% less than the CEI standard service offer for residents and a guaranteed rate of 4% less than the CEI standard service offer for qualifying businesses. The program will again be on an "opt-out" basis. First Energy Solutions will pay the "switching fee" for any person entering the program.

You can expect the following to occur regarding Cleveland Heights' electric government aggregation activities:

- You will soon receive an "opt-out" form in the mail. This will be your opportunity to **decline** to participate in Cleveland Heights' electric government aggregation program.
- **If you wish to take part in Cleveland Heights' program, you do not need to take any action.**
- You will have 21 days to return the opt-out form if you desire to do so.
- If you choose to participate in this program (and do not return the opt-out form), you will receive a letter from the Illuminating Company confirming your selection of First Energy Solutions as your electric generation supplier through Cleveland Heights' government aggregation program.

Whatever your choice, you will still receive one bill from the Illuminating Company and the Illuminating Company will continue to handle all equipment and repair needs.

Sincerely,

Edward J. Kelley, Mayor

Cleveland Heights Council: Phyllis L. Evans, Vice Mayor; Bonita W. Caplan,
Nancy J. Dietrich, Kenneth Montlack, Mark A. Tumeo, Dennis R. Wilcox

Robert C. Downey, City Manager