



Green Mountain Energysm

Choose wisely. It's a small planet.sm

**Paul Thomas, President, COO
Green Mountain Energy Company**

The future's so bright...



Paul Thomas
President & COO



**Use the power
of consumer choice to**

change the way power is made.

WHERE WE'VE BEEN...

- **Open for Business**
 - **CALIFORNIA**
 - **PENNSYLVANIA**
 - **NEW JERSEY**

- **Five New Renewable Wind and Solar**
 - **Wind - San Gorgonio Pass**
 - **Solar - Conshocken, PA**
 - **Solar - Hopland, CA**
 - **Wind - Garret, PA**
 - **Solar - Berkeley, CA**

WHERE WE ARE TODAY....

- **BP investment brings opportunity**
- **Business validation of “green” energy market**
- **Poised for aggressive growth to capitalize on consumer trends for environmentally motivated purchases.**

GREEN MARKET TRENDS

- **2/3 of U.S. consumers likely to switch to brands associated with a good cause.**
- **+\$2 trillion dollars in socially responsible investment portfolios**
- **53% of Americans have purchased environmentally safe products**
- **People willing to spend +10% for electricity that reduces air pollution**
- **By 2003 - 66 million HH/ \$37.5 billion market**

PROBLEM/SOLUTION MESSAGE STRATEGY

- ✓ **Problem - Air Pollution**
- ✓ **Solution - Choose “Green”
Electricity**

GREEN BUSINESS is GOOD BUSINESS

- **Coca-Cola**
- **Ford Motor Company**
- **Bank of America**

..... **adopting CERES
principals of
environmental
responsibility**

IDEAL GREEN MARKET CONDITIONS

- ✓ **Fair “price to compare”**
- ✓ **Low barriers to consumer choice**
- ✓ **Uniform Business Rules**

.....we gotta wear shades.

