

UNLOCK THE POWER OF COMPETITION

Our electricity has always been controlled by two entities: the companies that generate it and the state, which regulates its price. As electrical restructuring moves through the DPUC review process, we can anticipate more competitors entering the arena where electrical energy is sold to consumers.



replaced by cleaner, more efficient methods of power generation. [De-regulation of the natural gas industry, we hope, is not far behind.]

There has been some skepticism about consumers' readiness to face the complexities of purchasing electrical power from a variety of competitors. We disagree. Consumers are

In the long run, greater competition means that electricity will cost less. And customers — residential, commercial, and industrial — will benefit as power providers seek to expand market share through better products and services. The environment will get a much-needed break, too, as outdated technologies for producing electricity (such as burning coal) will be

more sophisticated than ever in making difficult buying decisions. Further, unlocking their purchasing power can only help support our economy. They are ready for electrical restructuring.

So are we.

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