



IMPORTANT NEWS FOR NATIONAL GRID CUSTOMERS

The rate you are paying right now for electricity will nearly **DOUBLE** on November 1.

You can lock in a substantially **LOWER RATE**, and keep it low through 2017.

The choice is yours. **Act now!**



1055 Washington Blvd, Stamford, CT 06902



Dear [Redacted]

National Grid has just received approval from the Board of Public Utilities to raise its fixed rate for electricity supply to 16.18¢ per kWh—nearly double your current rate. But you don't have to pay more.

On their website, National Grid warns electricity customers:

"Energy supply prices are rising across the country due to extreme weather, transmission constraints, and greater use of natural gas. We expect these considerable challenges will continue to impact your bills in the foreseeable future."

AS ENERGY RATES SOAR, YOU HAVE A CHOICE.

Fortunately, you don't have to accept whatever rate your utility is charging. Viridian Energy, one of America's most responsible retail energy companies, can supply you with clean electricity at 11.99¢ per kWh, while National Grid continues to provide your delivery, service and maintenance. Plus, you'll have the peace of mind that comes with price certainty in a volatile energy market.

The choice is yours: a dramatically high electric bill this winter and price uncertainty in the months to come, or a low, locked-in rate you can rely on. Make the smart choice: **Visit viridianoffer.com or call: 1-844-283-1215.**

Sincerely,

Meredith Berkich

Meredith Berkich, President
Viridian Energy, serving Massachusetts since 2012

P.S. You can save more than \$1,200 by making one simple choice today. Your electricity supply rate will nearly double starting November 1, unless you act now to lock in this low rate, guaranteed for 3 years. It just takes a few minutes. Visit www.viridianoffer.com or call 1-844-283-1215 to get started.

CHOOSE TODAY & AVOID A RATE INCREASE

• National Grid Rate:

~~16.18¢/kWh~~

Your Viridian Rate:

11.99¢/kWh

• Guaranteed for 36 months**

3 EASY WAYS TO MAKE A SMART CHOICE TODAY

• Talk to your Viridian Independent Associate

• www.viridianoffer.com

• 1-844-283-1215

SAVE MORE THAN \$1,200 OVER 3 YEARS!*

*Comparison based on National Grid's Basic Service rate of 16.18¢ versus Viridian's 3 year fixed rate of 11.99¢ and an average annual usage of 10,000 kWh over three years. Comparison assumes National Grid's Basic Service Charge rate will not change during the comparison period. National Grid's rate beyond April 2015 is not known. National Grid's rate has increased 141% for the period May 2012 to November 2014. Past performance does not necessarily predict future results. National Grid Customers may be subject to a Basic Service Billing Adjustment when switching to a competitive supplier. Viridian's Everyday Green electricity provides 50% renewable energy in addition to state requirements.

**Depending on your meter read cycle, your term may be slightly more or less than a full 36 months



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FREQUENTLY ASKED QUESTIONS

WHO IS VIRIDIAN ENERGY?

Viridian Energy, a socially responsible energy company, has been serving customers in the Northeast since 2009. The electricity Viridian supplies is more than 50% renewable, from clean sources like wind and hydro. So the choice you make for your budget has the further benefit of helping the planet.

HOW CAN VIRIDIAN CHARGE SUCH A LOWER RATE FOR ENERGY?

Because Viridian is one of America's largest retail energy suppliers, we have the benefit of seasoned energy buyers who were able to lock in an electricity rate at a favorable time in the market. Their buying power and expertise is our customers' gain.

THREE YEARS IS A LONG TIME. WHAT IF ENERGY RATES GO DOWN?

World energy and economic experts predict that energy rates will go up. However, at the end of your fixed rate term that Viridian calls 3DOM Fixed™, if the sum total of Viridian's charges were higher than our Utility Price Index for National Grid during the same period, we will rebate you up to 110% of the difference, depending on your energy usage during the term. We believe that the far more likely scenario is that you will enjoy three years of energy at a lower rate than the utility, plus the peace of mind brought by price certainty. Speak to your Viridian Associate or one of our Customer Service Representatives for complete details on our 3DOM Fixed rate plan.

WILL I STILL BE A CUSTOMER IN GOOD STANDING WITH NATIONAL GRID?

Absolutely. You will still be paying National Grid for your distribution, and they will continue to provide service and necessary repairs as they always have. You won't notice any interruption in your electricity and will still receive just one bill.

HOW DO I KNOW THAT THE ENERGY I'M RECEIVING IS MORE THAN 50% RENEWABLE?

Transparency is a key value at Viridian. For the past five years we've published an annual Sustainability Report that lists the serial numbers and sources for the Renewable Energy Certificates (RECs) we buy to back our customers' energy use. To our knowledge, we're the only energy company who does so. To see for yourself, take a look at last year's Sustainability Report, examined by the accounting firm of Ernst & Young, at viridian.com in the Products & Practices section.

DOES RENEWABLE ENERGY REALLY MAKE A DIFFERENCE?

Since 2009, our customers have helped avoid more than 5 billion pounds of climate-changing CO2 from being released into the atmosphere. To put that into context, the CO2 emissions our customers helped avoid in reporting year 2013 alone had the same impact on the environment as recycling more than 7.3 billion aluminum soda cans. (Equivalencies calculated by the EPA Waste Reduction Model, 2013)