RECEIVED
2013 MAY 24 P 4:01
MAINE PUBLIC
UTIL. COMM.

Mitchell Tannenbaum, Esq.
Deputy General Counsel
Maine Public Utilities Commission
18 State House Station
Augusta, ME 04333-0018

Re: Electricity Maine - Request for Information

Dear Mitch:

On behalf of Electricity Maine, I am writing to respond to your letter of May 8, 2013 requesting information. I will respond to each of your questions in turn.

1. Please describe the process by which Electricity Maine informs radio stations to change or discontinue a particular promotion.

Electricity Maine's marketing department periodically, as messaging or promotions require, sends e-mails to our radio station sales representatives that includes scripts, talking points, message changes or general information. In addition to this, we speak regularly (some times weekly) via phone with the sales representatives at particular radio stations. We also meet face to face periodically with station representatives and radio personalities, but not necessarily every time we change messaging.

In most cases in which we are altering our advertising messages or content, we send the stations an e-mail with the updated content and request that it be used until further notice. Please see our response to question number 2 for examples. Occasionally our marketing department will call particular stations and asked that particular marketing messages be aired, but we do not keep records of those calls.

Electricity Maine radio promotions take several forms. Occasionally Electricity Maine will produce its own ads of :30 or :60 seconds that it provides to radio stations to run. Electricity Maine has also provided scripts of :15, :30, or :60 seconds in length for the radio stations to produce with their own local talent. A third category of radio spot are :05 "blinks", that are previously recorded and air as scheduled. More frequently Electricity Maine provides radio stations with talking points that are read live on the air, or recorded to sound live and played at other times of the day. These live or "sound live" spots may then be put into the automated system as part of the mix of commercials.

The stations typically keep a library of these recorded ads that their automated system draws from to air at various times.

Electricity Maine currently runs promotions with approximately 11 radio stations, each running approximately 150 ads ("mentions") in one of the above forms per month, for a total of approximately 3,000 mentions per month.

2. Please provide copies of all communications/e-mails with radio stations that include a script for promotions to air during the period of February 1, 2013 to March 31, 2013 or that involve a change or discontinuation of a particular promotion.

Enclosed are copies of written communications with radio stations from our marketing department on January 8, 2013, February 13, 2013 and March 8, 2013, April 5, April 8, April 23 2013 and May 8, 2013. As noted above, our marketing staff is in regular verbal contact with radio station sales representatives, but we do not keep written records of those phone or in-person communications.

3. Please confirm that it is Electricity Maine's position that its radio promotions during the period February 1, 2013 to March 31, 2013 (except for possible mistakes by the radio station) did not provide comparisons to standard offer prices in effect during the period March 2012-February 2013 and/or include a statement at the end of promotion that referred to standard offer rates in the CMP and BHE service territories in effect as of March 1, 2012.

The written communications provided in response to question number two reflect the talking points or ad content Electricity Maine has requested that stations work from as either station recorded ads or as live spots or blinks. The talking points provided on January 8, 2013 and February 13, 2013 reference standard offer as indicated. The talking points provided on March 8, 2013 and thereafter do not reference standard offer or price comparisons to standard offer.

Because the radio stations maintain a library of prerecorded ads and there is no record of which prerecorded ads were picked by the automation to run at any particular time, and because other radio station ads are live mentions of which no written record is kept (other than date or time), we cannot track what ads were aired when. We now understand that in recent months some radio station staff may have aired out of date station-recorded ads or relied on out of date talking points in airing live spots. As a result, we have followed up with all of our radio stations and asked that they destroy out of date recorded ads and use only current talking points in airing live spots. A letter from the Portland Radio Group reflecting their acknowledgement of this problem is attached.

The residential and small commercial standard offer rate as of March 1, 2013 is 6.826 cents/kWh in the CMP service territory and 6.696 cents/kWh in the Bangor Hydro territory. Electricity Maine currently offers customers three price options: 1) an 18-month fixed rate of 7.58 cents/kWh, 2) a 12-month fixed rate of 7.78 cents/kWh, and 3) a 6-month fixed rate of 6.8 cents/kWh. Attached to this letter is a table that identifies the rates at which new customers were enrolled and current customers were renewed in February and March 2013. As reflected in the table, Electricty Maine has consistently attempted to offer a product at rates below the applicable standard offer price, although the term of the product has differed. The only time we were not able to achieve this was for new enrollments beginning March 20, 2013 in the Bangor Hydro territory, where we offer a 9-month rate of 6.8 cents/kWh compared to the BHE Standard Offer rate of 6.696 cents/kWh.

4. Please confirm that it is Electricity Maine's position that its radio promotions during the period February 1, 2013 to March 31, 2013 (except for possible mistakes by the radio station) did not include a statement to the effect that if your power bill says standard offer you're paying too much.

Please see response to question 3 above.

5. Please provide audio files for all radio promotions that aired during the period February 1, 2013 to March 31, 2013 and dates for which the promotions aired.

Please see my response to question 1 above. I am provided with this letter a disc with audio files for all radio promotions prepared by Electricity Maine and all recorded promotions prepared by radio stations based on the talking points provided by Electricity Maine. Because the radio stations do not keep written records of when particular prerecorded ads or live spots were aired, we cannot identify which ads were aired in the time period in question.

6. Did Electricity Maine change or discontinue any of its promotions after receipt of the MPUC Staff's letter to Electricity Maine dated April 5, 2013? If so, please provide the reason(s) for the change/discontinuance.

See our response to question 3 above. Our recent promotional materials and talking points are based on our current marketing plans and not based on the MPUC Staff's letter of April 5, 2013. However, based in part on the letter and our communications with Staff, we now understand that some ratio stations have aired out of date promotions over the past few months and we have addressed that in our written materials provided to the stations, as submitted with this letter, and in our oral communications with the stations.

7. Please provide the basis for the statement in Electricity Maine promotions that Electricity Maine customers will save nearly $7 million in 2013.

This statement was an error that we are now addressing. The $7 million savings figure represents total cumulative customer savings from the initiation of service by Electricity Maine in 2011 through early 2013. It was incorrectly advertised as prospective savings in 2013.

8. Please indicate whether the supply contract of any Electricity Maine customers that initially enrolled with a Terms of Service that contained the following statement "Upon commencement of service, this Supply Contract will renew automatically on an annual basis at your current plan rate until terminated by you or Electricity Maine" or a similar statement were "automatically" renewed (i.e., the lack of action resulted in renewal) at a higher price than the customer's prior price. If so, please indicate how such automatic renewals are consistent with the language in the applicable Terms of Service.

Earlier versions of Electricity Maine's Terms of Service contained the statement quoted above. Our terms of service were revised most recently on November 28, 2012. Whenever Electricity Maine automatically renews a customer it notifies a customer by email in advance and provides the customer with the opportunity to opt out of the renewal. Customers without a valid email address or customers that request notification by mail receive letters. The notice includes the new rate and term. All customers are directed to the website to review the current terms of service. In addition, when Electricity Maine amends its Terms of Service, we provide all customers with advance notice of the

change, even though the change will not affect the customer's then current contract. If a customer raises a concern about an automatic renewal product we give the customer the option to select a different product with Electricity Maine, transfer to Standard Offer Service, or switch to another CEP

9. Has Electricity Maine received any customer complaints regarding "automatic" renewals? If so, please provide the nature of each complaint and Electricity Maine's response.

Electricity Maine receives calls from customers on a daily basis with questions, comments and concerns. These calls are addressed by our staff at the time and we do not keep records that would allow us to know how many any calls received concern automatic renewals. Customers also use our on-line written comment option, and we are able to track complaints that we receive through that system. Based upon our research, during the period February 1, 2013 through April 30, 2013, there have been only 3 complaints registered on our on-line system related to automatic renewals. In each case in which a customer raises a complaint or concern about automatic renewal, whether received by phone or on our on-line system, our policy is to give the customer the choice to move to a different Electricity Maine product, to swith to Standard Offer service, or to switch to a different CEP, all at no cost to the customer. Each of the three on-line complaints was resolved in that fashion.

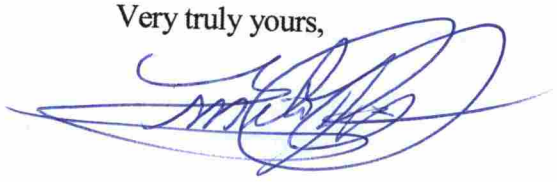
10. Please provide the script for all promotions that have aired on WCLZ, 98.9 during May 2013.

An electronic version of the only prerecorded promotion provided to WCLZ for airing during May 2013 is being provided with this letter. As noted in response to question 3 above, in recent months some radio station staff may have aired out of date station-recorded ads or relied on out of date talking points in airing live spots. As a result, we have followed up with all of our radio stations and asked that they destroy out of date recorded ads and use only current talking points in airing live spots.

I appreciate the time and attention the Commission and its Staff invests in supporting the development of a competitive market for residential and small customers and in ensuring that customers are provided with accurate information. Electricity Maine will continue to strive to provide competitive rates and honest and correct information to our existing and prospective customers.

Please contact me if you have additional questions. I also suggest that I meet with you at your earliest convenience to discuss our responses to your concerns, to answer any follow up questions and to identify things we can do to eliminate any ongoing concerns.

Very truly yours,



Sent: Tuesday, January 08, 2013 2:51 PM
Subject: [BULK] Electricity Maine Update
Importance: Low

Good Afternoon,

Attached are two items: doc with :30/:60 scripts and a separate sheet with updated talking points for endorsements. Endorsement talking points should focus on the top 4 items & Free Power Giveaways.

Please send me produced :30's and :60's to review. Occasional air checks on testimonials would also be appreciated. Along those lines, we'll be providing you with an email address to send air checks and audio files to. For now they can come to me...but, well, I get so many and would like to give them a home to call their own.

In the category of you'll be wicked thrilled to hear...We are working on refining our process for tracking calls and enrollments. This will be part of a larger IT update to our sites, using the promo codes will become easier and more intuitive for our users.

For those of you we have web ads running with we'll be providing new creative (please send me any sizes you need).

We will be creating unique url landing pages to direct your web traffic too. Where possible we'll customize the message based on the station folks listened to, this way-when they click "to enroll", *hopefully* your station will be top of mind and select the corresponding promo code. This is still a couple weeks out, new URL's will be provided with new web creative. We believe this will definitely help with tracking enrollments.

Let me know if you have any questions-comments-concerns or just want to say "hi".

Cheers, -Will

Will Fessenden
Director Media Strategy

Will Fessenden

From: Will Fessenden
Sent: Wednesday, February 13, 2013 2:13 PM
Subject: Electricity Maine Update
Attachments: ME 30.wav; ME 60.wav; ElectricityME_Febtalkingpoints.docx

Good Afternoon,

Attached are updated talking points for endorsements-these mimic and reinforce new TV which will begin in a week or so.

These talking points are a bit tighter than you might be used to seeing, but I want to keep focus on these prime areas. You will notice, less about savings-more about choice and why we are the best choice including: The Power to Help and working with a Maine company focused on community.

Also attached is a :30 and a :60 voiced by Kiley Bennett. Please use the attached :30's and :60's **for all traffic that are non-endorsement live spots.**

For traffic purposes you can use the attached through March 1. I'll send along new traffic and info early the week of 2/25th.

Let me know if you need anything else from me, happy to answer any questions you might have.

Chat soon.

-Will

Will Fessenden
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ProviderPOWER
The Power to HELP

Companies of Provider Power:
Electricity Maine
Toll Free: 1-866-573-2674
www.electricityme.com

ENH Power
Toll Free: 1-866-266-2641
www.enhpower.com

Electricity Maine Radio ENDORCEMENT TALKING POINTS
Feb 14, 2013-TFN

- Every day hundreds of Mainers switch to Electricity Maine. Some switch to save on the supply portion of their power bill, some switch to support a Maine-owned company that builds jobs here at home, while others switch to support Maine non-profits through the Power to Help Fund.

- Mainer's have choices as to where to get their electricity. Electricity Maine is the largest provider in the state-nearly 200,000 have made the switch and they are proud so many people have placed their trust in electricity Maine. If you are among those who have made the switch-share your good fortune with family, friends and neighbors.

- Switching is easy - Just grab your power bill, if on page 2 it says "Standard Offer" you're paying too much. Visit electricity M E dot com, click Enroll Now. It takes just a couple minutes and you are on your way to supporting the Power to Help.

- If you prefer to speak with a customer service representative call 866-573-2674 (repeat phone as many times as necessary). Electricity Maine's talented, knowledgeable customer service team will can answer all your questions and help you enroll.

- To learn more, visit electricity M E dot com, visit them on Facebook or go to your favorite search engine and do a search for Electricity Maine.

1/18/13 CONT.

ElectricityMAINE
The power to SAVE

- Electricity Maine was the first, and now the largest, competitive supply provider in Maine, with nearly 200,00 customers

- In 2013 customers will combine to save $6.8 million!

- When you choose Electricity Maine as your electricity supplier, you're not only saving money, you're also building jobs right here in Maine, with a Maine owned company.

- Each enrollment with Electricity Maine helps to support local non-profits, including the Good Shepard Food Bank, St. Mary's Health System and the Dempsey Center, plus many more.

- It's easy to switch! Just grab your electric bill, go to www.electricityme.com, and click the "Enroll Now" button (takes less than 5 minutes!). Or call (866) 573-2674.

FREE POWER

Electricity Maine is giving away Free Power for YEAR to 100 lucky MAINE HOMES!!!

- That's right, you could be one of the lucky Mainers to win free power for a year from Electricity Maine
- 25 winners will be chosen each quarter during the promotion
- Electricity Maine will pay the power supply portion of the winner's electric bills every month for an entire year!!!

AND Free Power for a Month!!

- Once a month Electricity Maine will continue to provide FREE Power for a MONTH to ONE LUCKY Winner.
- All Maine residents are eligible to win Free Power for a Month.
- Check out our website to view winners since September 2011.

How do you register to Win?

- If you are ALREADY a customer of Electricity Maine, you are already included in the promotions
- If you are NOT a customer, you can log on to electricityme.com to review the official rules and entry form
- If for any reason you do not want to be part of these promotions, you can call Electricity Maine's customer service team and asked to be removed 1-866-573-2674.

1/8/13 CONT.

Why is Electricity Maine offering these promotions?

- That's what makes Electricity Maine unique...they are focused on giving back!
- As a way to thank their 190,000 customers, and others supporting their efforts, they decided to create these promotions.

STANDARD FACTS

- If your CMP or Bangor Hydro Bill stills says "Standard Offer" you are paying too much for your power supply.
- Electricity Maine's goal is to always be LOWER than the "Standard Offer"
- Providing One Year Fixed Rates
- Pay Less and Support Maine
- Creating NEW Jobs for Maine People
- Share the news and make the Switch
- It's Quick, It's Easy.
- ***Join the movement across Maine to save on your monthly power supply and support Maine's economy.***
- **ENROLL TODAY!!!** www.electricityme.com

January 7, 2013-TFN
Electricity Maine
:30
MX: None (dry read)

Nearly 2 hundred thousand Mainers can't be wrong. Electricity Maine was the first and now the largest competitive electricity supply provider in Maine. In 2013 Electricity Maine customers will combine to save 6 point 8 million dollars.

When you switch to Electricity Maine you put the power to help to work - supporting Maine jobs, supporting Maine non-profit organizations and saving you and your family money.

Enrolling is quick and easy - grab your utility bill and visit Electricity ME dot com. That's Electricity ME dot com.

Will Fessenden

From: Will Fessenden
Sent: Friday, March 08, 2013 1:59 PM
Cc: Gail Ruwe (Gail.Ruwe@cumulus.com); Biette, Bruce (BruceBiette@blueberrybroadcasting.com); Peter Hoglund (PHoglund@portlandradiogroup.com); Steve Landry (SLandry@portlandradiogroup.com); mike.sambrook@cumulus.com; PCollins@binradio.com; Merry St Pierre (Merry.StPierre@townsquaremedia.com); Kim Daellenbach (kimdaellenbach@gmail.com); Morgan Wilkins (morgan.wilkins@maine.edu); 'marketingintern@providerpower.com'
Subject: Electricity Maine Radio Endorsements
Attachments: ElectricityME_March8 endorcement_draft.docx

Good Afternoon,

Hope this note finds everyone doing well.

Attached are the latest talking points for jock endorsements. Please note we are shifting away from focusing on savings-instead talking about doing business with a Maine owned company, creating jobs here at home, supporting Maine non-profits through the Power to Help Fund, while offering a competitive rate on the supply portion of the bill.

This is part one of the new "branding" of Electricity Maine (as opposed to direct response) as a Maine company, dedicated to Maine's long term economic health.

Please use attached until further notice. If we haven't sponken and confirmed in studio interviews with ownership, lets talk as I would like to get them in this month.

Regards and thanks. Our media partners will continue to play a strong role in the next phase of EME's development.

-Will

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ProviderPOWER
The Power to HELP

Companies of Provider Power:

Electricity Maine
Toll Free: 1-866-573-2674
www.electricityme.com

ENH Power
Toll Free: 1-866-266-2641
www.enhpower.com

Electricity Maine-ENDORCEMENT TALKING POINTS

March 8-TFN

*Every day hundreds of Mainers switch to Electricity Maine. With more than 200,000 thousand enrollments Electricity Maine is the state's largest and most trusted electricity supply company.

*Mainers are enrolling with Electricity Maine for a host of reasons-some switch to support a Maine owned and operated company-creating jobs here at home. Others make the switch to support Maine non-profits through the Power to Help Fund, others enrolled with Electricity Maine because they want a competitive rate on their electricity supply.

*Mainer's have choices where to get their power. If you want a local company, building jobs here in Maine, supporting Maine communities, make the switch to electricity Maine.

*The Electricity Maine Power to Help fund has given thousands of dollars to local non-profit organizations like the Dempsey Center, St. Mary's Regional Medical Center, and Good Shepherd Food Bank. When enrolling with Electricity Maine simply use the promo code of the organization of your choice and Electricity Maine will contribute $5.00 to that organization. That is what the Power to Help is all about.

*Switching is easy-Just grab your power bill, visit electricity M E dot com, click "Enroll Now". It takes just a couple minutes.

*If you prefer to speak with a customer service representative call 866-573-2674 (repeat as many times as necessary). Try to have your power bill available-either on line or by phone, enrolling is quick and easy.

*To learn more, visit electricity M E dot com, facebook.com/electricityme or go to your favorite search engine and do a search for Electricity Maine.

Will Fessenden

From: Will Fessenden
Sent: Friday, April 05, 2013 9:08 AM
To: Will Fessenden
Subject: Updated Talking Points
Attachments: ElectricityME_April6_Endorcements.docx

Good Morning and Happy Friday-

Updated Talking jock endorsement talking points for Maine are attached. Focus continues to be that Electricity Maine is a Maine owned company, the Power To Help Fund being a key component of our mission.

Having received some feedback, as your (jocks) are interested in greater detail, more specifics, about Power to Help Partners, I have included info on 3 upcoming Power To Help partner events. When talking about The Power To Help, jocks are encouraged to rotate mentions of the events.

Along with Power To Help info there is also more familiar talking points/info.

Please review the attached, share with on-air talent and as always thanks for your continued support. Don't hesitate to contact me with questions/concerns (or great praise)!

Regards, -Will

Will Fessenden
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ENH Power
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www.enhpower.com

Electricity Maine-ENDORCEMENT TALKING POINTS

April 5-TFN

*Every day hundreds of Mainers switch to Electricity Maine. With more than 200,000 thousand enrollments Electricity Maine is the state's largest and most trusted electricity supply company.

*As a Maine Owned Company, one of the core principals-part of the mission of Electricity Maine is to give back to the communities and raise awareness of some of the great non-profit organizations in Maine. Through the Power to Help Fund, Electricity Maine supports organizations through direct donations as well as technical expertise and volunteers. Power to help organizations include:

Examples of Power to Help partner organizations (please rotate mentions):

- Androscoggin Home Care & Hospice-Electricity Maine is a primary sponsor of the Hospice House 5k and Remembrance Walk-in Farmington, South Paris and Auburn. Money raised from this event supports patient care at the Hospice House.

- United Way of Androscoggin County Touch A Truck event on May 4th at Central Maine Community College. Kids and the young at heart are invited to attend the free event and get up close with dozens of cool vehicles including fire trucks, tractor trailers, police cars and much more.

- Museum L-A Bands on the Run Half Marathon and 5K-a unique event supporting Museum L-A, a 5k & Half marathon along roads and trails along the Androscoggin River and Lewiston/Auburn-along the route runners and walkers will be treated to the sweet sounds of local bands and musicians.

For more information about the Power to Help Fund, partners and events-visit Electricity M E dot com, click the "Power to Help" button.

*Mainer's have choices where to get their power. If you want a local company, building jobs here in Maine, supporting Maine communities, make the switch to electricity Maine.

*The Electricity Maine Power to Help fund has given thousands of dollars to local non-profit organizations like the Dempsey Center, St. Mary's Regional Medical Center, and Good Shepherd Food Bank. When enrolling with Electricity Maine simply use the promo code of the organization of your choice and Electricity Maine will contribute $5.00 to that organization. That is what the Power to Help is all about.

*Switching is easy-Just grab your power bill, visit electricity M E dot com, click "Enroll Now". It takes just a couple minutes.

*If you prefer to speak with a customer service representative call 866-573-2674 (repeat as many times as necessary). Try to have your power bill available-either on line or by phone, enrolling is quick and easy.

*To learn more, visit electricity M E dot com, facebook.com/electricityme or go to your favorite search engine and do a search for Electricity Maine.

Will Fessenden

From: Will Fessenden
Sent: Tuesday, April 23, 2013 10:06 AM
To: Will Fessenden
Subject: Updated Maine :30 and talking points
Attachments: ElectricityME_April22_Endorcements_v2.docx; ElectricityME_april22_script_V2.docx

DESTTYPE: OUTBOUND
OPACUSARCHIVE: YES

Good Morning-hope this finds you all doing well.

Attached is an updated :30 (for those of you running :30's) and endorsement talking points. This :30 and these talking points should be the only spots & messaging you use.

- A slight shift, introducing language about two contract options (outlined in yellow). The goal drive interest/calls for these options and talk about the security of fixed rates (versus variable rates offered by many of our competitors).
- Don't hesitate to promote the phone number as often as you are comfortable
- Don't hesitate to encourage listeners to use respective promo codes "Don't forget to mention you heard it here….."

Please send me produced :30's to OK and the usual occasional airchecks. Talking points can begin ASAP.

Let me know if you have any questions.

Thank you.

Regards, -Will

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ProviderPOWER
The Power to HELP

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www.electricityme.com

ENH Power
Toll Free: 1-866-266-2641
www.enhpower.com

Electricity Maine-ENDORCEMENT TALKING POINTS
April 22-TFN

*Every day Mainers switch to Electricity Maine. With more than 200,000 thousand enrollments Electricity Maine is the state's largest and most trusted electricity supply company.

*Now Electricity Maine has 12 and 18 month plans to meet the needs of you and your family. All rates are fixed that way you have the security of knowing your rates won't increase. That's right no variable rates, no guessing on your part. This is part of Electricity Maine's commitment to you.

*Signing up for a 12 or 18 month fixed rate means Electricity Maine is able to give back to community and non-profit organizations through the Power to Help Fund- raising awareness of some of the great non-profit organizations in Maine. Through the Power to Help Fund, Electricity Maine supports organizations through direct donations as well as technical expertise and volunteers. Power to help organizations include:

Examples of Power to Help partner organizations (please rotate mentions):

- Androscoggin Home Care & Hospice-Electricity Maine is a primary sponsor of the Hospice House 5k and Remembrance Walk-in Farmington, South Paris and Auburn. Money raised from this event supports patient care at the Hospice House.

- United Way of Androscoggin County Touch A Truck event on May 4th at Central Maine Community College. Kids and the young at heart are invited to attend the free event and get up close with dozens of cool vehicles including fire trucks, tractor trailers, police cars and much more.

- Museum L-A Bands on the Run Half Marathon and 5K-a unique event supporting Museum L-A, a 5k & Half marathon along roads and trails along the Androscoggin River and Lewiston/Auburn-along the route runners and walkers will be treated to the sweet sounds of local bands and musicians.

*Switching to Electricity Maine also builds jobs here at home. They're a Maine company...hiring local people and working with local companies to supply them with their business needs.

*Switching is easy-Just grab your power bill, visit electricity M E dot com, click "Enroll Now". It takes just a couple minutes.

*If you prefer to speak with a customer service representative call 866-573-2674 (repeat as many times as necessary). Try to have your power bill available-either on line or by phone, enrolling is quick and easy.

*To learn more, visit electricity M E dot com, facebook.com/electricityme or go to your favorite search engine and do a search for Electricity Maine.

*DON'T FORGET TO SPIKE IN LANGUAGE SIMILAR TO: "WHEN YOU ENROLL-DON'T FORGET TO MENTION YOU HEARD IT HERE...." (ENCOURAGE USE OF YOUR STATION PROMO CODES

April 22, 2013-TFN
Electricity Maine
:30
MX: None (dry read)

Every day Mainers are making the switch - more than 2 hundred thousand have already enrolled, making Electricity Maine - a Maine owned company - the largest electricity supplier in the state.

Now with 12 and 18 month options - you pick the plan that best suits you and your family.

Best of all, Electricity Maine rates are fixed, protecting you from fluctuations in the market. None of the variable rates you get from other supply companies. No guessing on your part - just security.

Learn more about Electricity Maine at electricity m e dot com or call 866-573-2674. The number again: 866-573-2674.

PORTLAND
RADIO GROUP

May 15, 2013

Mitchell Tannenbaum, Deputy General Counsel

Maine Public Utilities Commission,

18 State House Station

Augusta, Maine, 04333-0018

Dear Mr. Tannenbaum,

The stations of Portland Radio Group have been broadcasting paid commercials for Electricity Maine. In February and March we received instructions from Electricity Maine via email asking us to refrain from references to "saving money" in commercials we produce. Some of the commercials, per our agreement with Electricity Maine, are performed extemporaneously by various on-air personalities.

It has come to our attention that during some of the extemporaneous commercials during this period, there had been references to "saving money". We have reiterated the correct instructions to the on-air personalities that there can be no references to saving money in any commercials produced or performed on behalf of Electricity Maine.

Sincerely,

Warren T. Maddock

Portland Radio Group Sales Manager

Larry Julius

Portland Radio Group Sales Manager

RESPONSE TO QUESTION 3.

NEW ENROLLMENTS MONTH OF FEBRUARY 2013		
UTILITY	TERM (MONTHS)	RATE
CMP	9	0.06823
BHE	9	0.06689

NEW ENROLLMENTS MONTH OF MARCH 2013 (03/01/2013 ~ 3/19/2013)		
UTILITY	TERM (MONTHS)	RATE
CMP	9	0.06823
BHE	9	0.06689

NEW ENROLLMENTS MONTH OF MARCH 2013 (03/20/2013 ~ CURRENT)		
UTILITY	TERM (MONTHS)	RATE
CMP	These Are Elctricity Maine's Current Terms and Rates. Please See Website For Details.	
BHE		

RENEWALS MONTH OF FEBRUARY 2013		
UTILITY	TERM (MONTHS)	RATE
CMP	9	0.06823
BHE	9	0.06823

RENEWALS MONTH OF MARCH 2013		
UTILITY	TERM (MONTHS)	RATE
CMP	9	0.06823
BHE	9	0.06823