



For Immediate Release
November 12, 2009

For more information, contact:
Marci Grossman, 602.694.8972, marci.grossman@greenmountain.com

**The Big Apple Just Got a Little Greener:
Green Mountain Energy Company Launches in New York City**
Offers cleaner renewable energy products for residents and businesses

New York, NY – Residents and businesses in the Big Apple now have a new option for choosing renewable energy. Green Mountain Energy Company, the nation’s leading provider of cleaner energy, is now available in the Con Edison service territory and offers customers a choice of competitively-priced renewable energy products. With the company’s entrance into the market, Green Mountain becomes the first and only electric services company in New York City that is focused solely on providing cleaner electricity products to customers.

Customers in New York City can choose their supplier of electricity because the state’s electric industry is open to competition. Only 15 percent of Con Edison’s nearly 4 million customers have shopped for electric service since energy competition began in New York City in 2005.

“Not only can New Yorkers choose who supplies electric service to their homes, schools and workplaces, they can also chose *how* their electricity is made,” said Paul Thomas, Chief Executive Officer of Green Mountain Energy Company. “Green Mountain was founded 12 years ago with a mission to ‘change the way power is made’. That mission is at the center of everything we do, because cleaner energy is all we do.”

The traditional production of electricity from fossil fuels is the largest source of industrial air pollution in the U.S. Purchasing Green Mountain Energy® electricity is one of the easiest things New York City residents can do to help reduce their household's share of CO₂ emissions... even easier than recycling.

Thomas noted that if every household in New York City used *Green Mountain Energy* electricity products for one year, it could prevent over 1.5 billion pounds of CO₂ emissions. That avoids as much CO₂ pollution as recycling about 600 million newspapers - a stack as high as 30,000 Empire State Buildings on top of each other!

Green Mountain Products in New York City:

Residential Customers:

Green Mountain is offering New Yorkers the choice between two electricity products that use clean renewable sources like wind and water: **Pollution Freesm** electricity and the **100% Wind** product.

- **Pollution Free** electricity is made from New York wind and water sources.
 - An average New York City household choosing the *Pollution Free* product for one year can offset almost 500 pounds of CO₂.
 - That’s like *not* taking 128 cab rides, or recycling almost 200 pounds of newspaper.
- **100% Wind product** helps support the development of renewable energy in America. With the 100% Wind product, Green Mountain matches 100% of the customer’s electricity usage with clean energy generated from wind power sources in the U.S.
 - An average New York City household choosing Green Mountain’s 100% Wind product for one year can offset nearly 8,000 pounds of CO₂
 - That’s like *not* taking over 2,000 cab rides, or recycling nearly 20,000 aluminum cans.

(more)

Commercial Customers:

Green Mountain’s Commercial Services division is offering small and medium commercial class customers in New York City customized cleaner energy solutions that include national or regional wind resources.

“More and more businesses in New York City want to use cleaner electricity to offset their carbon emissions,” added Thomas. “The City has instituted policies promoting renewable energy. Purchasing *Green Mountain Energy* electricity can help businesses in the Big Apple reduce their carbon emissions and make their business greener.”

Advertising Campaign

Green Mountain has launched targeted, neighborhood-specific advertising campaigns to reach residents throughout New York City. The initiative, which continues through December, is intended to introduce Green Mountain’s mission and products to consumers and educate them about the benefits of cleaner energy. It consists of print and online advertising.

Enrollment Information:

- Residential Customers: 877-216-GMEC (4632)
- Commercial Customers: 866-767-5818
- Online at www.greenmountain.com/newyork

The ConEdison service territory is the second electric market Green Mountain is serving in New York State. The company has been providing cleaner electricity to National Grid customers in Upstate New York since 2002, through the utility company’s “GreenUp” renewable energy program.

About Green Mountain Energy Company

Green Mountain, the nation’s leading provider of cleaner energy and carbon offset solutions, was founded in 1997 “to change the way power is made.” The company is the longest serving green power marketer in the U.S. Green Mountain offers consumers and businesses the choice of cleaner electricity products from renewable sources, such as wind and water, and carbon offset products. Green Mountain customers have collectively helped avoid over 4.9 million tons of CO₂ emissions. For more information, visit GreenMountain.com.

###

¹ Based on average household usage of 500 kWh per month in the Con Edison service territory.