

From: xxxxxxxxxxxxxxxxxxxx
Sent: Tuesday, February 23, 2010 5:43 PM
To: xx group
Cc: xxxxx; xxxxxxxxxxxx
Subject: RE: Standard Customer E-Mail for Letter Goal Indicator

Dear <<Customer Name>>,

Pacific Gas & Electric Company (PG&E) has identified at least one or more of your electric accounts as meeting the current criteria for defaulting to a new rate plan. This new plan, referred to as **Peak Day Pricing (PDP)**, is scheduled to take effect **May 1, 2010**.

Peak Day Pricing is a new pricing plan proposed by PG&E in response to a larger statewide dynamic pricing proposal initiated by the **California Public Utilities Commission (CPUC)**.

The plan encourages customers to shift or reduce electric usage from periods of high demand to periods when demand is lower. This improves reliability of the electric grid and reduces greenhouse gas emissions while helping to mitigate future power plant development costs.

Under PDP, between 9 and 15 "event days" per year will be called when a temperature trigger, capacity issue or high market rates are in effect. The proposed default rate plan provides lower energy rates on non-event days in exchange for higher rates on PDP event days. Customers can benefit by receiving reduced time-of-use demand charges , in the form of credits, during non-event hours in exchange for higher rates during peak hours on event days.

While this is a default rate, you can opt out and continue on your applicable Time of Use Rate. The final decision is expected to be approved by February 2010.

You will be receiving two letters over the next 60 days that will include instructions on how to affirm or opt out of this rate plan. This letter will also outline all service agreements under your billing that will default to Peak Day Pricing. We encourage you to participate in one of our PDP webcasts to learn more about your options. Please access the link below for information on upcoming webcasts and learn about the "affirm" and "opt-out" process.

PDP Webinar dates:

<http://www.pge.com/drworkshops/>

Please see the attached PDP fact sheet to learn more about Peak Day Pricing and how it will affect your business. The deadline to opt out is May 1st, 2010.



PeakDayPricingPlan_FactSheet.p..

Thank you!