

# ***TXU Energy Aid***

*Kim Campbell – Senior Manager, Customer Advocacy  
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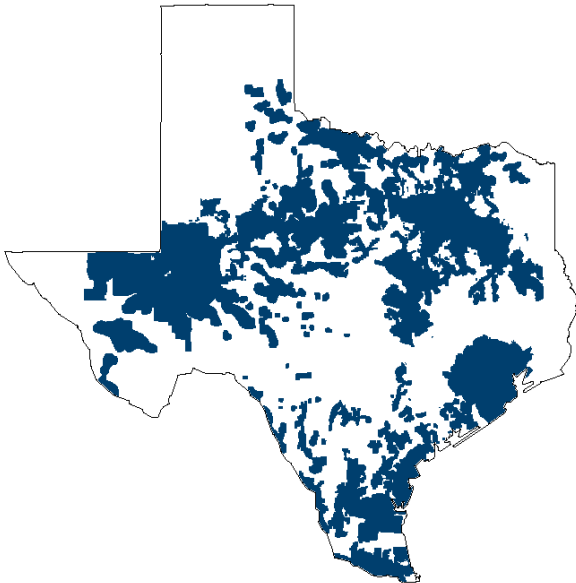


# TXU Energy – Company at a Glance

*The new, modernized TXU Energy brand reflects TXU Energy's business strengths and market-leading position*



**TXU Energy is Active in All Major  
Areas of Texas  
Open to Competition**



- *TXU Energy is the #1 Choice in Texas*
  - *Provides competitive electricity and related services to more than 2 million Texas customers*
  - *Delivers superior value through competitive prices; innovative products and tools to meet individual needs; and responsive, knowledgeable 24/7 service*
  - *Building on a long history of commitment to our customers and communities*
  
- *TXU Energy delivers competitive benefits to customers*
  - *Competitive, straightforward prices and terms*
  - *Renewable energy and energy efficiency options*
  - *The market leader in providing low-income customer assistance and protections*

# *TXU Energy Aid – The Power of a Helping Hand*

- *Began in 1983*
- *Helps families in critical situations meet their electricity needs through, customer, employee and company contributions*
- *Has assistance over 340,000 families with \$61 million*
- *100% of donations are returned to the local communities in which they are donated and utilized to help families in need of bill payment assistance*
- *Has received numerous awards and recognitions*



# *TXU Energy Aid Funding*

- *Customer Contributions*
  - *Opportunity to give on every residential electric bill*
  - *Bill inserts*
  - *On-line donation with bill payment*
- *Employee Contributions*
  - *Annual employee campaign*
  - *Partnership with United Way*
- *Other Contributions*
  - *Settlements from Transmission Distribution Companies*
  - *Local community businesses*
- *Company Contributions*
  - *\$5 million per year committed through 2012*



# *TXU Energy Aid Partners*

- *About 80 selected non-profit agency partners*
- *Mixture of LIHEAP funded agencies and private community organizations*
- *Across the competitive area of Texas*
- *All donations are returned to their local communities*
- *100% of donated funds are used to help a customer pay their electric bill*
- *Donations are match about \$5 to \$1 when returned to the agencies*



# *TXU Energy Aid – The Power of a Helping Hand*

## *Contact Information:*

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