

Customer Advocacy Programs

*Kim Campbell – Senior Manager, Customer Advocacy
NEUAC – June 14-16, 2010*

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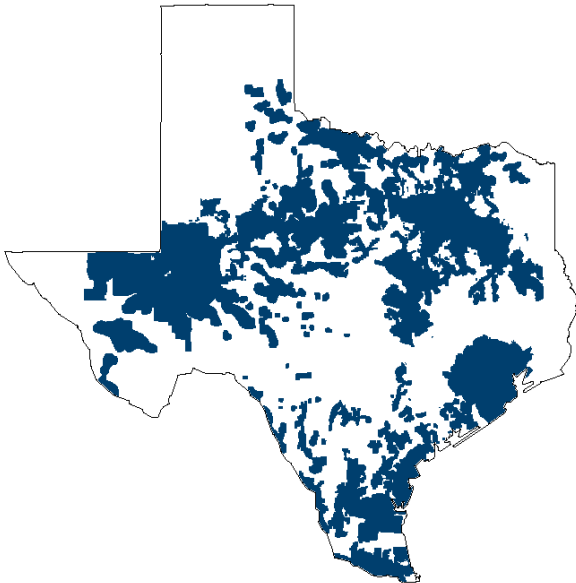


TXU Energy – Company at a Glance

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*

Advocating for Those in Need

- *TXU Energy Aid – The Power of a Helping Hand – \$5 million per year through 2012 to help customers with bill payment assistance*
- *TXU Energy Low Income Assistance Program – \$25 million per year through 2012 to provide about a 10% discount to low income customers*
- *TXU Energy Low Income Energy Efficiency Assistance Program continues our leadership in energy efficiency and our support for those Texans most in need of assistance*



Advocating for Those in Need

- *Coalition of Affordable Energy for All*
- *Annual Energy Assistance Workshops to educate hundreds of social service partners across Texas*
- *Media and Advocacy training for social service partners*



TXU Energy's Low Income Advisory Committee

The LIAC includes leading members of the social services community from across Texas

North Texas Representation

Ronnie Lowe, Executive Director
Lancaster Outreach Center

West Texas Representation

Morris Baker, Ph.D., Former Executive Director,
Community Action Program, Inc. Of Taylor County

East Texas Representation

Karen Swenson, Executive Director,
Greater East TX Community Action Program (GETCAP)

South Texas Representation

Jane Bavingeau,
Executive Director, Care for Elders
Vice President, Sheltering Arms Senior Services

Consumer Advocacy Representation

Carol Biedrzycki, Executive Director
Texas ROSE

Randy Chapman, Executive Director
Texas Legal Services Center

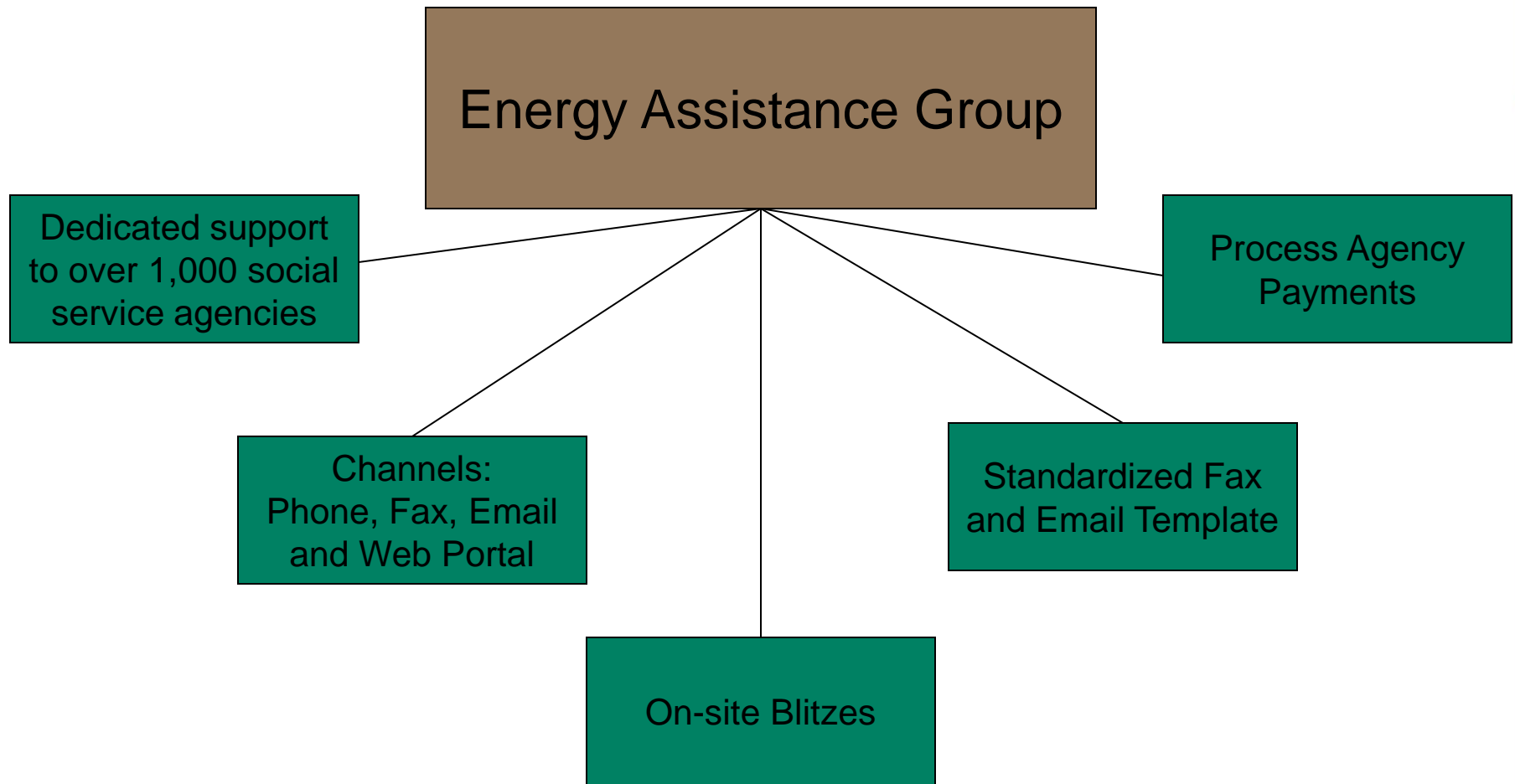
Community Action Agencies Representation

Stella Rodriguez, Executive Director
Texas Association of Community Action Agencies

Texas 2-1-1 Representation

Vicki Mize, Manager 2-1-1 Texas
United Way Tarrant County

Energy Assistance Group



Social Agency Web Portal

- *Provides 24/7 access to customer information*
- *Grant a 7 day extension on customer accounts*
- *Print customer's monthly invoices*
- *Access customer billing and payment history information*
- *Pledging capability*
- *Create statement for agency payment*



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