

REDACTED

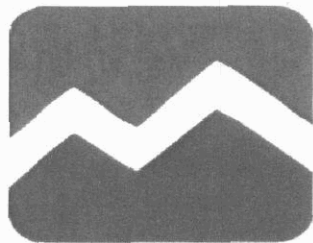
Florida PSC Staff Data Request

Docket 070626-EI

September 19, 2008

Public Materials

COM _____
ECR _____
GCL _____
OPC _____
RCP _____
SSC _____
SGA _____
ADM _____
CLK _____



**Green
Mountain
Energy®**

Exhibit B

DOCUMENT NUMBER-DATE

08858 SEP 19 08

FPSC-COMMISSION CLERK

No Exhibit



CERTIFIED PUBLIC
ACCOUNTANTS
AND CONSULTANTS

L.L.P.

Independent Accountant's Report on Applying Agreed-Upon Procedures

To the Board of Directors
Green Mountain Energy Company:

We have performed the procedures below on the 2006 Green Book, which were agreed to by management, solely to assist the users in evaluating management's assertion that the Schedule of Retirements of Green Tags (Wholesale) and Carbon Offsets Against 2006 Retail Sales of Green Mountain Energy Company (Company) for the year ended December 31, 2006, attached as **Exhibit 1** is presented in accordance with the terms of the Company's sales obligations resulting from the sale of (1) bundled electricity and (2) other non-electricity based products. This agreed-upon procedures engagement was performed in accordance with attestation standards established by the American Institute of Certified Public Accountants. The sufficiency of these procedures is solely the responsibility of the specified users of the report. Consequently, we make no representations regarding the sufficiency of the procedures described below either for the purpose for which this report has been requested or for any other purpose.

The procedures performed and our findings are as follows:

- We obtained a copy of the 2006 and 2005 Green Book from the Company.
- We agreed **Exhibit 1** to the 2006 Green Book.
- We recalculated the excess Megawatt hour (MWh) inventory from the 2005 Green Book used to source 2006 sales without exception.
- We recalculated the total purchases and allocations/retirements to sales by supplier and noted purchases were equal to or greater than the MWh sourced to sales without exception.

Purchase Testing Procedures:

- We judgmentally selected a sample of purchases from each region which approximated 50% of 2006 renewable energy purchases and performed the following:
 - Obtained a copy of the completed and signed Generator Attestation and/or Wholesale Attestation, as applicable, without exception.
 - Confirmed the Company was named as the purchaser on the Generator Attestation or Wholesale Attestation, as applicable, without exception.
 - Agreed the facility name, fuel type, period of generation, and MWh generated to the Generator Attestation and/or Wholesale Attestation, as applicable, without exception.

24 Greenway Plaza
Suite 1800
Houston, Texas 77046-2404
713.850.8787
F 713.850.1673

WWW.WEAVERANDTIDWELL.COM

AN INDEPENDENT MEMBER OF
BAKER TILLY
INTERNATIONAL

DALLAS

OFFICES IN

FORT WORTH

HOUSTON

sales obligations resulting from the sale of (1) bundled electricity and (2) other non-electricity based products.

We were not engaged to, and did not perform an examination, the objective of which would be the expression of an opinion on management's assertion. Accordingly, we do not express such an opinion. Had we performed additional procedures, other matters might have come to our attention that would have been reported to you.

This report is intended solely for the information and use of management and should not be used by those who have not agreed to the procedures and taken responsibility for the sufficiency of the procedures for their purposes and is not intended to be and should not be used by anyone other than these specified parties.

Weaver and Tidwell, L.L.P.

WEAVER AND TIDWELL, L.L.P.

Houston, Texas
January 7, 2008

Standards of Conduct

The following is a list of behaviors that are in conflict with Green Mountain Energy Company's values and beliefs. To ensure orderly operations and provide the best possible work environment, GMEC expects employee's to follow these standards of conduct that will protect the interests and safety of all employees' and the organization. Participating in any of the activities listed below may result in disciplinary action, up to and including termination of employment. This list is illustrative and is not intended to be exhaustive. Other types of conduct that are injurious to staff, vendors or customers, that endanger ones own personal safety or the safety of others, or are considered illegal, may also result in disciplinary action, up to and including termination.

1. Use, possession, sale, purchase, or being under the influence of illegal or illicit drugs.
2. Inebriation and/or intoxication at work or at work related functions.
3. Theft, careless damage/destruction, or inappropriate removal or possession of company property or the property of any employee.
4. Falsification of employment records, employment information, company information, customer information, or timekeeping records.
5. Fighting, any act of violence, or threatening violence in the workplace.
6. Insubordination or other disrespectful conduct.
7. Violation of safety or health rules.
8. Sexual or other unlawful or unwelcome harassment, this includes staff, vendors, or customers.
9. Possession of dangerous or unauthorized materials, such as explosives, firearms, or any other weapon in the workplace, at a worksite, at a company event, at an event location, or in a vehicle in the parking lot of these locations.
10. Illegal use of customer information, employee information or other private information gained through the course of your work.
11. Unauthorized disclosure of business "secrets" or confidential information.
12. Committing a fraudulent act or breach of trust under any circumstances.
13. Violation of personnel policies.
14. Unsatisfactory performance or conduct.
15. Failure to adhere to previously defined work schedules. This includes absenteeism, tardiness, and no-show, no-call. This also includes excessive absenteeism that has a negative impact on the organization, other employees, or your ability to meet the requirements of your job.
16. Engaging in criminal conduct.
17. Performance that does not meet the requirements of the position.

This statement of prohibited conduct does not alter Green Mountain Energy Company's policy of at-will employment. An employee or the company is free to terminate the employment relationship at any time, with or without cause or advance notification.

I understand these policies and agree to adhere to each one and all other policies of GMEC.

Signature _____

Date _____

Name (please print) _____

- We obtained the signed Carbon Dioxide Offset Purchase Agreement for all carbon offset purchases between The Climate Trust and the City of Portland and the signed Carbon Dioxide Offsets Purchase, Sale and Transfer Agreement between The Climate Trust and the Company without exception.
- We selected all purchases of carbon dioxide offsets through forest sequestration and agreed the quantity of trees planted to the Attestation Form without exception.
- We judgmentally selected a sample of Texas tag purchases and agreed the vintage year, quarter, and MWh to the ERCOT REC tracking system without exception.

Sales Testing Procedures:

- We obtained electricity usage reports from the Company for the utilities in Oregon, Florida, and New York for the year ended December 31, 2006 and agreed to the sales by region in **Exhibit I** without exception. The Company stated the usage reports were received directly from the respective utilities.
- We obtained electricity usage reports from the Company for the State of New Jersey and agreed to the New Jersey sales in **Exhibit I** without exception. The Company stated the usage reports were received directly from the State of New Jersey.
- We obtained internal usage reports for Texas – residential and Texas – commercial and institutional and performed the following:
 - Agreed the total MWh per the internal usage report to the 2006 Green Book for Texas - residential and Texas - commercial and institutional without exception.
 - Randomly selected sales from the Texas - commercial and institutional sales invoices using a 90% confidence level, tolerable deviation of 10%, and expected deviation rate of equal to or less than 3%.
 - Compared the kilowatt hour (kWh) usage per the invoices to the market transaction for the service period and to the internal sales report, without exception.
 - Selected sales for March and July 2006 from the Texas - residential sales and performed the following:
 - Agreed the monthly usage detail to the internal sales reports.
 - Randomly selected invoices from March and July 2006 using a 90% confidence level, tolerable deviation of 10%, and expected deviation rate of equal to or less than 3%.

- Agreed the total kWh per invoice to the monthly usage detail.
- We obtained internal usage reports for Emissions Solutions REC sales, Texas tag sales/transfers, Be-green Carbon offsets, Carbon offsets, and Forest sequestration.
- We selected Emissions Solutions REC sales and performed the following:
 - We noted approximately 17% of the Emissions Solutions REC sales were tested through the Green-e Agreed Upon Procedures for the year ended December 31, 2006.
 - We obtained the Nature's Energy monthly usage information from the Company and agreed to the sales without exception. The Company stated the usage reports were directly from the utility.
 - We selected all sales and agreed the total MWh sold to the renewable purchase contracts.
- We obtained internal Company reports for the Be-green carbon offset sales and agreed to the 2006 Green Book, without exception.
- We judgmentally selected a sample of 2006 Texas wind tag sales and agreed the total sales quantity to contracts, without exception. We also agreed the transfer to the ERCOT REC tracking system, without exception.
- We selected all Carbon offset sales and agreed the total tons of carbon dioxide sold to the Carbon offset agreement.
- We selected Forest sequestration carbon offset sales and agreed the total of trees planted to the Forest sequestration carbon offset agreement.

Product Content Label Procedures:

- We obtained product content labels or contracts for each product with sales greater than 1,500 MWh.
- We agreed the product definitions per the 2006 Green Book to the product content label or contracts without exception.
- We recalculated the tag requirements for each product definition without exception.
- We recalculated the net open positions for each region and noted no short positions.

We noted no exceptions in performing the above procedures that were agreed to by management to assist the users in evaluating management's assertion that the Schedule of Retirements of Green Tags (Wholesale) and Carbon Offsets against 2006 Retail Sales of Green Mountain Energy Company for the year ended December 31, 2006 is presented in accordance with the terms of the Company's

No Exhibit

Question 4:

Green Mountain Energy Company - Florida
Direct Sales Training Manual

90 Pages
CONFIDENTIAL

No Exhibit

Question 6:

Methodology for Calculating
Environmental Impact of
Electricity Products

2 Pages

CONFIDENTIAL

Question 6:

Message Map
Florida Power & Light
Sunshine Energy Program

9 Pages
CONFIDENTIAL

Question 6:

FPL Collateral Guidelines
For Customer Communications

18 Pages
CONFIDENTIAL

Question 7:

Supply Substantiation
Process Guidelines

10 Pages

CONFIDENTIAL

Question 7:

Green Mountain Energy
Performance Contract-Green
Back and Middle Office Support
Roles, Responsibilities and
Expectations

5 Pages

CONFIDENTIAL

No Exhibit

Question 9:

Green Mountain Energy Company
FPL Outbound Script

7 Pages

CONFIDENTIAL

Question 9:

Introduction to The
Sunshine Energy Program

35 Pages
CONFIDENTIAL

Question 10:

Direct Marketing Letters

All Documents Listed Below
Are Confidential

DM1 - 6 Pages
DM2 - 3 Pages
DM3 - 5 Pages
DM4 - 2 Pages
DM5 - 2 Pages
DM6 - 2 Pages
DM7 - 3 Pages
DM8 - 2 Pages
DM9 - 1 Page
DM10 - 3 Pages
DM11 - 2 Pages
DM12 - 1 Page
DM13 - 3 Pages

CONFIDENTIAL

Question 11:

Bangtails

52 Pages

CONFIDENTIAL

BILL STATEMENT ADVERTISING STATEMENT OF WORK

This Statement of Work is made and entered into this 12th day of January, 2004 by and between Green Mountain Energy Corporation, a Texas corporation with offices located at 3815 Capital of Texas Highway S, Suite 100, Austin, Texas 78704 ("Advertiser") and Florida Power & Light Company, a Florida corporation having its offices at 9250 West Flagler St Miami, FL 33174 ("FPL")(each a "Party" and collectively the "Parties").

- 1.1 Outbound envelope _____ Return envelope _____ Stuffer Bifold stuffer for Sunshine Energy
- 1.2 Print House (envelope) address/contact: _____
- 1.3 Monthly Mailing Date: Feb Cycle day 11-21 Start Feb 17 - End March 2
- 1.4 Print Date: N/A
- 1.5 Advertisement proof date - Sample: Paper samples must FPL have approval before printing
- 1.6 Advertisement proof date - Final: Must have total shipment by Feb 10.
- 1.7 Run Count - estimate: 1,760,000
- 1.8 Unit Price: \$16 / 1000;
- 1.9 Total Estimate: \$28,160
Will vary depending on actual insert/envelope count. Note that Advertiser is responsible for all related envelope/stuffer production costs.

IN WITNESS WHEREOF, the duly authorized representatives of the Parties have executed this Statement of Work as of the date first above written.

FLORIDA POWER & LIGHT COMPANY

GREEN MOUNTAIN ENERGY COMPANY

By: _____

By: _____

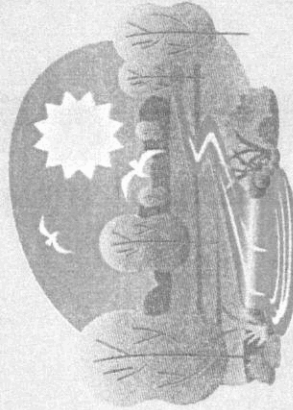
Title: _____

Title: _____

Date: _____

Date: _____

Choose
sunshinenergy
and help preserve
the environment



☒ Yes! I want to make the choice for cleaner electricity.

sunshinenergySM

FPL Account Number _____

Customer Name: _____

Address (not a PO Box): _____ Apartment No.: _____

City: _____ State: _____ Zip: _____

Home Phone: _____ Work Phone: _____

Email Address: _____

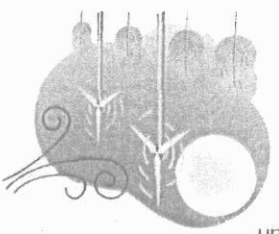
By signing below, I agree to enroll for the *Sunshine Energy* program from Florida Power & Light. I am 18 years or older and am authorized to make a change to this FPL account. I understand I will pay a monthly surcharge of \$9.75 for the environmental credits associated with cleaner generation sources of electricity including bioenergy, wind and solar.

Signature: _____ Date: _____

FL007A

Simply include this form with your monthly FPL payment, or mail separately to: FPL, P.O. Box 3070, Tequesta, FL 33469. For more information about Sunshine Energy, call 1-888-FPL-GREEN (1-888-375-4733) or visit www.FPL.com/sunshine.

Introducing an easy way to help preserve the environment for future generations



demands of American businesses and residents uses fossil fuels. To help reduce our nation's reliance on fossil fuels, FPL is

developing innovative programs and proud to introduce the Sunshine EnergySM program, a new option from FPL.

Sunshine Energy uses cleaner energy sources that are less polluting than the fossil fuel sources most widely used across the United States.

The choice is simple
Purchasing Sunshine Energy is simple. Just take a few minutes to enroll, and then for only \$9.75 extra per month, you'll be helping to preserve the environment for future generations.

Reduce your share of air pollution

In only one year as a Sunshine Energy customer, you can avoid over 10,000 pounds of carbon dioxide (CO₂) emissions* - as much as a car would produce in over 11,000 miles of driving.

Support cleaner sources of energy



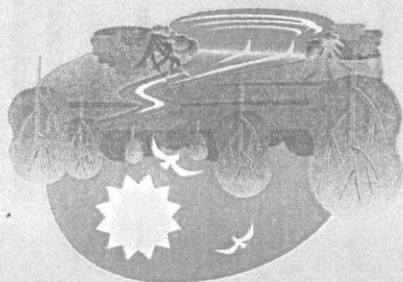
For every 10,000 customers who sign up for Sunshine Energy, we'll build a 150 kilowatt solar facility right here in Florida. One of these facilities represents twice the electricity generation capacity of one of Florida's largest solar facilities.

Three easy ways to enroll

Complete the form attached and mail it in with your FPL electric payment.
Sign up online at www.FPL.com/sunshine or call 1-888-FPL-GREEN (1-888-375-4733).

*Regardless of your actual electricity usage each month, your Sunshine Energy purchase represents the environmental credit associated with 1,000 kWh of electricity produced by cleaner electric generators, including hydroelectric, wind, and solar. Sunshine Energy and other states participate. You purchase your share of the environmental benefits to regions where the cleaner generators are located.

Choose
sunshineenergy
and help preserve
the environment



☒ **Yes! I want to make the choice for cleaner electricity.** sunshineenergy™

FPL Account Number _____

Customer Name: _____

Address (not a PO Box): _____ Apartment No.: _____

City: _____ State: _____ Zip: _____

Home Phone: _____ Work Phone: _____

Email Address: _____

By signing below, I agree to enroll for the Sunshine Energy program from Florida Power & Light. I am 18 years or older and am authorized to make a change to this FPL account. I understand I will pay a monthly surcharge of \$9.75 for the environmental credits associated with cleaner generation sources of electricity including bioenergy, wind and solar.

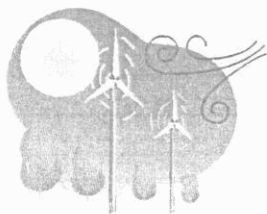
Signature: _____ Date: _____

FL007B

Simply include this form with your monthly FPL payment, or mail separately to: FPL, P.O. Box 3070, Tequesta, FL 33469. For more information about Sunshine Energy, call 1-888-FPL-GREEN (1-888-375-4733) or visit www.FPL.com/sunshine.

Now, you can make the choice for cleaner electricity

Many of our customers have told us they wanted to support cleaner energy in Florida. And when our customers speak to us, we listen. Now, we're proud to introduce the Sunshine EnergySM program, a new option for FPL customers.



Sunshine Energy uses cleaner energy sources that are less polluting than the fossil fuel sources most widely used across the United States.

The choice is simple

Purchasing Sunshine Energy is simple. Just take a few minutes to enroll, and then for only \$9.75 extra per month, you'll be helping to preserve the environment for future generations.

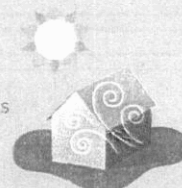
sunshinenergy

Help preserve the environment for future generations

In only one year as a Sunshine Energy customer, you can avoid over 10,000 pounds of carbon dioxide (CO₂) emissions* – as much as a car would produce in over 11,000 miles of driving.

Support cleaner sources of energy

For every 10,000 customers who sign up for Sunshine Energy, we'll build a 150 kilowatt solar facility right here in Florida. One of these facilities represents twice the electricity generation capacity of one of Florida's largest solar facilities.



Three easy ways to enroll

Complete the form attached and mail it in with your FPL electric payment.

Sign up online at www.FPL.com/sunshine or call 1-888-FPL-GREEN (1-888-375-4733).

*Regardless of your actual electricity usage each month, your Sunshine Energy purchase represents the environmental credits associated with 1,000 kWh of electricity produced by cleaner electric generators, including bioenergy, wind, and solar serving Florida and other states nationwide. Your purchase supports the environmental benefits to regions where the cleaner generators are located.

Simply include this form with your monthly FPL payment, or mail separately to: FPL, P.O. Box 3070, Tequesta, FL 33469. For more information about Sunshine Energy, call 1-888-FPL-GREEN (1-888-375-4733) or visit www.FPL.com/sunshine.

FL007C

☒ **Yes! I want to make the choice for cleaner electricity.** **sunshineenergy™**

FPL Account Number _____

Customer Name: _____

Address (not a P.O. Box): _____

City: _____

State: _____ Zip: _____


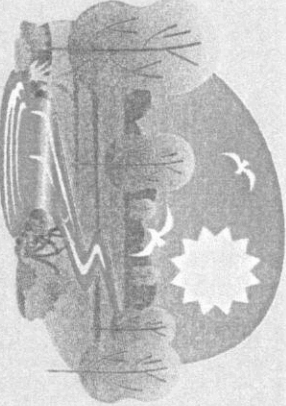
Home Phone: _____ Work Phone: _____

Email Address: _____

By signing below, I agree to enroll for the *Sunshine Energy* program from Florida Power & Light. I am 18 years or older and am authorized to make a change to this FPL account. I understand I will pay a monthly surcharge of \$9.75 for the environmental credits associated with cleaner generation sources of electricity including bioenergy, wind and solar.

Signature: _____ Date: _____

Choose
sunshineenergy™
and help preserve
the environment



Introducing a new way to help harness the power of the sun

Many of us already put the Florida sunshine to good use heating our pools or helping to power our homes.

Now, you can help build solar energy on a larger scale in Florida by signing up for the Sunshine EnergySM program from FPL.



Sunshine Energy uses cleaner energy sources that are less polluting than the fossil fuel sources most widely used to generate electricity across the United States.

The choice is simple

Purchasing Sunshine Energy is simple. Just take a few minutes to enroll, and then for only \$9.75 extra per month, you'll be helping to preserve the environment.

sunshineenergy

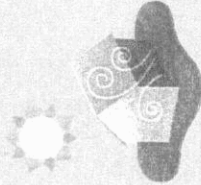
Help preserve the environment for future generations

In only one year as a Sunshine Energy customer, you can avoid over 10,000 pounds of carbon dioxide (CO₂) emissions* — as much as a car would produce in over 11,000 miles of driving.

Support cleaner sources of energy

For every 10,000 customers who sign up for Sunshine Energy, we'll build a 150 kilowatt solar facility right here in Florida.

One of these facilities represents twice the electricity generation capacity of one of Florida's largest solar facilities.



Three easy ways to enroll

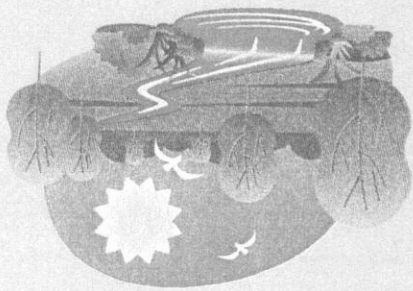
Complete the form attached and mail it in with your FPL electric payment.

Sign up online at www.FPL.com/sunshine or call 1-888-FPL-GREEN (1-888-375-4733).

*The purchase of your actual electricity, inside each month, your Sunshine Energy purchase represents the environmental benefits associated with 1,000 kWh of electricity purchased by cleaner electric generation. The amount of electricity is not sold under existing Florida and other states' rules. Your purchase supports the environment in Florida, to regions where the cleaner generators are located.

Inserted June, 2004

Choose
sunshineenergy
and help preserve
the environment



☒ **Yes! I want to make the choice for cleaner electricity.** **sunshineenergysm**

FPL Account Number (located in the top right corner of your bill):

Customer Name:

Address (not a PO Box):

Apartment No.:

City:

State:

Zip:

Home Phone:

Work Phone:

Email Address:

By signing below, I agree to enroll for the Sunshine Energy program from Florida Power & Light. I am 18 years or older and am authorized to make a change to this FPL account. I understand I will pay a monthly surcharge of \$9.75 for the environmental credits associated with cleaner generation sources of electricity including bioenergy, wind and solar.

Signature:

Date:

Simply include this form with your monthly FPL payment, or mail separately to: FPL, P.O. Box 3070, Tequesta, FL 33469. For more information about Sunshine Energy, call 1-888-FPL-GREEN (1-888-375-4733) or visit www.FPL.com/sunshine.

FL018A

Introducing an easy way to help preserve the environment for future generations

Generating electricity to meet the energy

demands of American

businesses and

residents uses

fossil fuels. To

help reduce our

nation's reliance on

fossil fuels, FPL is

developing innovative programs and

renewable sources of electricity. Now, we're

proud to introduce the Sunshine EnergySM

program, a new option from FPL.

Sunshine Energy uses cleaner energy

sources that are less polluting than the fossil

fuel sources most widely used across the

United States.

The choice is simple

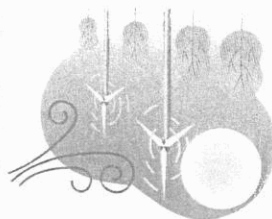
Purchasing Sunshine Energy is simple. Just

take a few minutes to enroll, and then for

only \$9.75 extra per month, you'll be

helping to preserve the environment for

future generations.



Reduce your share of air pollution

In only one year as a Sunshine Energy

customer, you can avoid over 10,000 pounds

of carbon dioxide (CO₂) emissions* – as much

as a car would produce in over 11,000 miles

of driving.

Support cleaner sources of energy

For every 10,000 customers

who sign up for Sunshine

Energy, we'll build a

150 kilowatt solar facility right here in Florida.

One of these facilities represents twice the

electricity generation capacity of one of

Florida's largest solar facilities.

Three easy ways to enroll

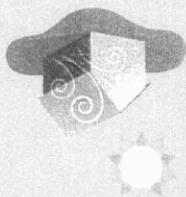
Complete the form attached and mail it in

with your FPL electric payment.

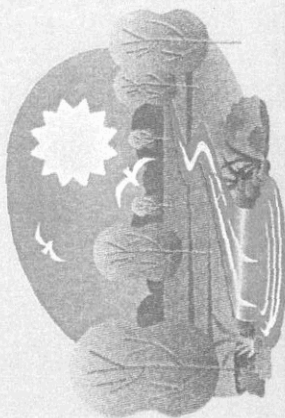
Sign up online at www.FPL.com/sunshine

or call 1-888-FPL-GREEN (1-888-375-4733).

*Regardless of your actual electricity usage each month, your Sunshine Energy purchase represents the environmental credit associated with 1,000 kWh of electricity produced by cleaner electric generators, including bioenergy, wind, and solar serving Florida and other states nationwide. Your purchase supports the environmental benefits to regions where the cleaner generators are located.



Choose
sunshineenergy
and help preserve
the environment



☒ Yes! I want to make the choice for cleaner electricity. **sunshineenergyTM**

FPL Account Number (located in the top right corner of your bill):

Customer Name:

Address (not a PO Box):

Apartment No.:

City:

State:

Zip:

Home Phone:

Work Phone:

Email Address:

By signing below, I agree to enroll for the Sunshine Energy program from Florida Power & Light. I am 18 years or older and am authorized to make a change to this FPL account. I understand I will pay a monthly surcharge of \$9.75 for the environmental credits associated with cleaner generation sources of electricity including bioenergy, wind and solar.

Signature:

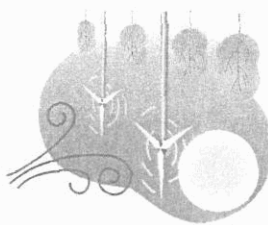
Date:

FL018B

Simply include this form with your monthly FPL payment, or mail separately to: FPL, P.O. Box 3070, Tequesta, FL 33469. For more information about Sunshine Energy, call 1-888-FPL-GREEN (1-888-375-4733) or visit www.FPL.com/sunshine.

Now, you can make the choice for cleaner electricity

Many of our customers have told us they wanted to support cleaner energy in Florida.



And when our customers speak to us, we listen. Now, we're proud to introduce the Sunshine EnergySM program, a new option for FPL customers.

Sunshine Energy uses cleaner energy sources that are less polluting than the fossil fuel sources most widely used across the United States.

The choice is simple

Purchasing Sunshine Energy is simple. Just take a few minutes to enroll, and then for only \$9.75 extra per month, you'll be helping to preserve the environment for future generations.

sunshineenergy

Help preserve the environment for future generations

In only one year as a Sunshine Energy customer, you can avoid over 10,000 pounds of carbon dioxide (CO₂) emissions* – as much as a car would produce in over 11,000 miles of driving.



Support cleaner sources of energy

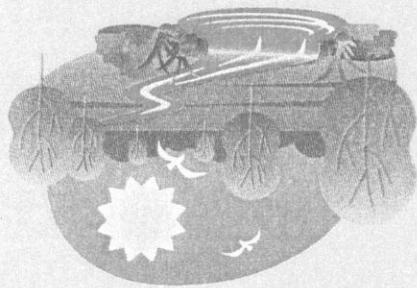
For every 10,000 customers who sign up for Sunshine Energy, we'll build a 150 kilowatt solar facility right here in Florida. One of these facilities represents twice the electricity generation capacity of one of Florida's largest solar facilities.

Three easy ways to enroll

Complete the form attached and mail it in with your FPL electric payment. Sign up online at www.FPL.com/sunshine or call 1-888-FPL-GREEN (1-888-375-4733).

*Regardless of your actual electricity usage each month, your Sunshine Energy purchase represents the environmental credit associated with 1,000 kWh of electricity produced by cleaner electric generators, including bioenergy, wind, and solar serving Florida and other states nationwide. Your purchase supports the environmental benefits to regions where the cleaner generators are located.

Choose
sunshineenergy
and help preserve
the environment



☒ **Yes! I want to make the choice for cleaner electricity.** sunshineenergySM

FPL Account Number (located in the top right corner of your bill):

Customer Name:

Address (not a PO Box):

City:

State:

Zip:

Home Phone:

Work Phone:

Email Address:

By signing below, I agree to enroll for the Sunshine Energy program from Florida Power & Light. I am 18 years or older and am authorized to make a change to this FPL account. I understand I will pay a monthly surcharge of \$9.75 for the environmental credits associated with cleaner generation sources of electricity including bioenergy, wind and solar.

Signature:

Date:

Simply include this form with your monthly FPL payment, or mail separately to: FPL, P.O. Box 3070, Tequesta, FL 33469. For more information about Sunshine Energy, call 1-888-FPL-GREEN (1-888-375-4733) or visit www.FPL.com/sunshine.

FL018C

Introducing a new way to help harness the power of the sun

Many of us already put the Florida sunshine to good use heating our pools or helping to power our homes.

Now, you can help build solar energy on a larger scale in Florida by signing up for the Sunshine EnergySM program from FPL.



Sunshine Energy uses cleaner energy sources that are less polluting than the fossil fuel sources most widely used to generate electricity across the United States.

The choice is simple

Purchasing *Sunshine Energy* is simple. Just take a few minutes to enroll, and then for only \$9.75 extra per month, you'll be helping to preserve the environment.

sunshineenergySM

Help preserve the environment for future generations

In only one year as a Sunshine Energy customer, you can avoid over 10,000 pounds of carbon dioxide (CO₂) emissions* – as much as a car would produce in over 11,000 miles of driving.

Support cleaner sources of energy

For every 10,000 customers who sign up for Sunshine Energy, we'll build a 150 kilowatt solar facility right here in Florida. One of these facilities represents twice the electricity generation capacity of one of Florida's largest solar facilities.



Three easy ways to enroll

Complete the form attached and **mail it in** with your FPL electric payment.

Sign up online at **www.FPL.com/sunshine** or call **1-888-FPL-GREEN** (1-888-375-4733).

*Regardless of your actual electricity usage each month, your Sunshine Energy purchase represents the environmental credits associated with 1,000 kWh of electricity produced by cleaner electric generators, including bioenergy, wind, and solar, serving Florida and other states nationwide. Your purchase supports the environmental benefits to regions where the cleaner generators are located.

Question 13:

13a - Direct Sales Spreadsheet

2 Pages

CONFIDENTIAL

The choice is simple

Of all things you can do to help preserve the environment, choosing *Sunshine Energy* is one of the easiest. Just sign up for the *Sunshine Energy* program and each month it will be included on your electricity bill. And it costs less than you might think: only \$9.75 more per month – about the cost of a pizza.

Sign up today

Enrolling for *Sunshine Energy* is simple and takes just a few minutes. Just choose from three easy ways to sign up and make the choice for cleaner electricity today.



Three easy ways to enroll:

- ① **By phone:** 877-529-2610
- ② **On the web:**
www.fplsunshineenergy.com
- ③ **In person:** Look for a FPL *Sunshine Energy* sales representative at an event or storefront near you

sunshinenergy®



F302-0305

©2005 Sunshine Energy is a registered service mark of FPL Energy Services, Inc.

Choose sunshinenergy® and help preserve the environment



EXHIBIT

13a

Choose cleaner electricity with the future in mind

Choosing Sunshine Energy® from Florida Power & Light is an easy way to preserve the environment for future generations. *Sunshine Energy* features cleaner electricity generation that is less polluting than the fossil fuel sources most widely used across the United States.



By buying Sunshine Energy, you can:

- Reduce your household's share of air pollution caused by generating electricity.
- Support cleaner sources of energy generation.
- Make the development of new solar energy facilities in Florida a reality.

All for only \$9.75 more per month – about the cost of a pizza!

To enroll, just call **877-529-2610** or visit **www.fplsunshineenergy.com**.

sunshineenergy®

Support cleaner ways of making electricity

The *Sunshine Energy* program features cleaner generation sources like bioenergy and wind, plus small amounts of solar. Buying *Sunshine Energy* ensures that 1,000 kWh of electricity is produced by cleaner generators serving Florida and other states nationwide. Supporting new renewable generation sources helps to reduce the demand for electricity generated from fossil fuels.

Help preserve the environment in two ways

Today – One of the most important things you can do to reduce air pollution is to choose *Sunshine Energy* from FPL. In just one year as a *Sunshine Energy* customer, you can prevent over 8,000 pounds of carbon dioxide (CO₂) emissions nationwide – as much as your car would produce in almost 9,000 miles of driving.

Tomorrow – When you choose FPL's *Sunshine Energy*, you are helping to make the construction of new solar projects in Florida a reality. In fact, because of *Sunshine Energy* customers like you, 2 new solar arrays will be built in 2005, both of which will be among the largest solar energy producers in Florida.

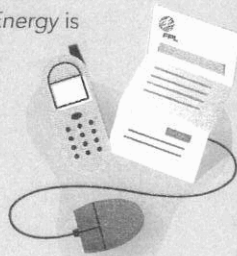


The choice is simple

Of all things you can do to help preserve the environment, choosing *Sunshine Energy* is one of the easiest. Just sign up for the *Sunshine Energy* program and each month it will be included on your electricity bill. And it costs less than you might think: only \$9.75 more per month – about the cost of a pizza.

Sign up today

Enrolling for *Sunshine Energy* is simple and takes just a few minutes. Just choose from three easy ways to sign up and make the choice for cleaner electricity today.



Three easy ways to enroll:

- ① **By phone:** 1-888-FPL-GREEN
(1-888-375-4733)
- ② **On the web:** www.FPL.com/sunshine
- ③ **In person:** Look for a FPL *Sunshine Energy* sales representative at an event or storefront near you

sunshine energy

Frequently asked questions

How does it work? Regardless of your actual electricity usage each month, your *Sunshine Energy* purchase represents the environmental credits associated with 1000 kWh of electricity produced by cleaner electric generators serving Florida and other states nationwide. Your purchase supports the environmental benefits to the regions where the cleaner generators are located.

Will choosing *Sunshine Energy* affect the reliability of my electricity service?

No. Your service reliability is not affected by the particular generation resources you are supporting. Your electricity service will not change.

What is bioenergy? Bioenergy is cleaner energy than many typical forms of generation and includes energy from organic resources and energy crops or the natural decomposition of organic materials. Bioenergy is one of the most promising forms of renewable energy for Florida and the Southeast, where wind, hydro, and geothermal energy potential is limited by geography.

R302-0311



Choose *sunshine energy* and help preserve the environment



Choose cleaner electricity with the future in mind

Choosing the Sunshine EnergySM program from Florida Power & Light is an easy way to help

preserve the environment for future

generations. Sunshine

Energy promotes cleaner

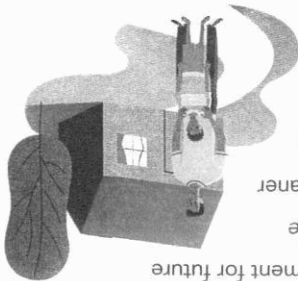
electricity generation

that is less polluting

than the fossil fuel

sources most

widely used across the United States.



By choosing Sunshine Energy, you can:

- Reduce air pollution caused by generating electricity in Florida and nationwide.

- Support cleaner sources of energy generation.

- Make the development of new solar energy facilities in Florida a reality.

To enroll, just call

1-888-FPL-GREEN (1-888-375-4733) or

visit www.FPL.com/sunshine.

sunshineenergySM

Support cleaner ways of making electricity

The Sunshine Energy program features

cleaner generation sources including bioen-

ergy and wind, plus small amounts of solar.

Supporting new renewable generation

sources helps to reduce the demand for

electricity generated from fossil fuels.

Help harness the Florida sunshine

Spurring the development of new

renewable facilities in the state is one

mission of this program. How will we do

this? For every 10,000 customers who sign

up for Sunshine Energy, we will build 150 kw

of solar right here in Florida. This represents

electricity generation of approximately twice

the capacity of the solar facility

at EPCOT –

one of Florida's

largest.

Additionally, as

demand for cleaner

electricity increases,

more renewable facilities will likely be built

to meet the demand.



Help preserve the environment

One of the most important things you can do

to reduce air pollution is to choose Sunshine

Energy from FPL. In just one year as a Sunshine

Energy customer, you can prevent

over 10,000 pounds of

carbon dioxide (CO₂)

emissions nationwide –

as much as your car

would produce in over

11,000 miles of driving.

Why does choosing Sunshine Energy help?

Nationally, fossil fuels are used in generating

electricity to meet the energy demands of

American businesses and residents, which

causes billions of tons of carbon dioxide

emissions. FPL has been a leader in developing

programs and renewable sources of electricity

to help reduce our nation's reliance on fossil

fuels. The Sunshine Energy program enables

FPL customers to join the effort by exercising

their power as consumers.

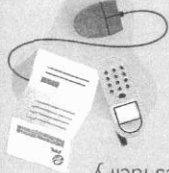


El escoger es fácil

De todas las cosas que puede hacer para ayudar a conservar el medio ambiente, escoger *Sunshine Energy* es una de las más fáciles. Simplemente seleccione el programa de *Sunshine Energy* y esta será incluida en su cuenta de electricidad cada mes. Y cuesta menos de lo que usted piensa, solamente \$9.75 más al mes – el valor de una pizza más o menos.

Inscríbase hoy mismo

Inscríbase en *Sunshine Energy* es fácil y toma solamente unos minutos. Seleccione entre estas fáciles maneras de inscribirse y escoja la opción de una electricidad más limpia hoy mismo.



Tres maneras fáciles para inscribirse:

- ① **Por teléfono:** 1-888-FPL-GREEN (1-888-375-4733)
- ② **Por la Internet:** www.FPL.com/sunshine
- ③ **En persona:** Busque a un representante de ventas de FPL *Sunshine Energy* en algún evento o en una tienda cerca de usted.

Preguntas frecuentes

¿Cómo funciona? Sin importar cual es su consumo actual de electricidad mensual, su compra de *Sunshine Energy* representa los créditos medioambiental asociados con 1,000 kWh de electricidad producida por generadores de energía más limpia sirviendo a la Florida y otros estados nacionalmente. Su compra apoya beneficios al medio ambiente en las regiones donde los generadores están localizados.

Si escojo *Sunshine Energy*, ¿se afectará

la confiabilidad de mi servicio de electricidad? No. La confiabilidad de su servicio no sería afectada por la fuente de generación en particular que usted está apoyando. Su servicio de electricidad no cambiaría.

¿Qué es bio-energía? Bio-energía es una energía más limpia que las otras maneras típicas para generar e incluye energía de fuentes orgánicas y energía cosechada, o de la descomposición natural de materiales orgánicos. Bio-energía es una de las formas más prometedoras de energía renovable para la Florida y el sureste, donde la posibilidad de energías de viento, hidro y geotermiales son geográficamente limitadas.



F302s-0311

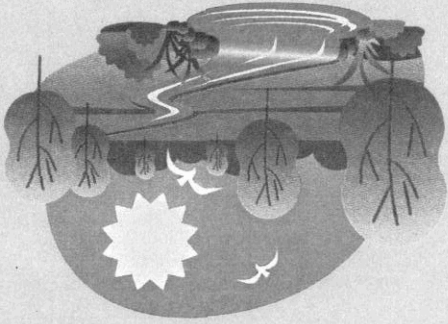
Escoja

sunshineenergy

Y ayude a

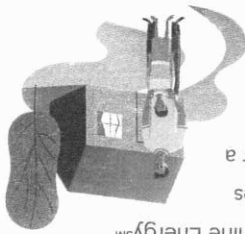
conservar el

medio ambiente



Seleccione la electricidad más limpia con el futuro en mente

Escoger el programa Sunshine EnergySM



de Florida Power & Light es una manera fácil de ayudar a conservar el medio ambiente para las generaciones futuras.

Sunshine Energy

promueve una forma más limpia de generar electricidad, contaminando menos que las fuentes fósiles que normalmente se usan a través de los Estados Unidos.

Al escoger Sunshine Energy, usted puede:

- Disminuir la contaminación del aire ocasionada al generar electricidad en la Florida y toda la nación.
- Apoyar fuentes para generar electricidad más limpia.
- Hacer que el desarrollo de instalaciones nuevas para energía solar sean una realidad en la Florida.

Para inscribirse, llame al

1-888-FPL-GREEN (1-888-375-4733)

o visítenos en www.FPL.com/sunshine

sunshineenergySM

Apoye maneras más limpias para producir electricidad

El programa Sunshine Energy presenta fuentes para generar electricidad más

limpias, incluyendo la bio-energía y el viento,

además de pequeñas cantidades solares.

Apoyar fuentes nuevas renovables de

generar electricidad ayuda a reducir la

demanda de electricidad generada por combustibles fósiles.

Ayude a aprovechar el sol de la Florida

Una misión de este programa es estimular el

desarrollo de instalaciones nuevas

renovables en el estado.

¿Cómo lo haremos? Por

cada 10,000 clientes que se

inscriban en Sunshine

Energy, construiremos 150 kw.

de energía solar aquí mismo en la Florida.

Esto representa electricidad generada de

aproximadamente dos veces la capacidad

solar de la instalación en EPCOT – una de

las instalaciones más grandes de la Florida.

Además, conforme las demandas de una

electricidad más limpia aumentan, segura-

mente se construirán más instalaciones ren-

ovables para cumplir con estas demandas.



Ayude a conservar el medio ambiente

Una de las cosas más importante que puede hacer para reducir la contaminación del aire

es escoger el programa

Sunshine Energy de FPL.

En tan solo un año

como cliente de

Sunshine Energy, usted

puede prevenir las emisiones

en todo el país de 10,000 libras

de dióxido de carbono (CO₂) – tantas como

las que su automóvil produciría al conducirlo

11,000 millas.

¿Cómo puede usted ayudar seleccionando Sunshine Energy?

Nacionalmente, los combustibles de fósiles

son usados para generar electricidad y

satisfacer las demandas de energía de los

comerciantes y residentes del país. Esto

ocasiona billones de toneladas de emisiones

en dióxido de carbono. FPL ha sido un líder

en desarrollar programas y fuentes de

electricidad renovables para reducir nuestra

dependencia nacional en combustibles de

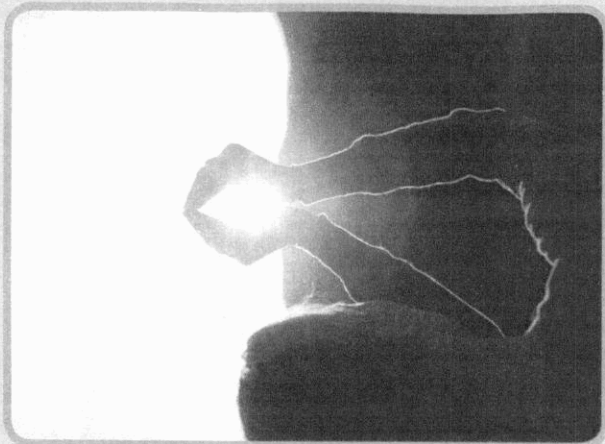
fósiles. Sunshine Energy ofrece la

oportunidad a los clientes de FPL de unirse

a este esfuerzo al ejercitar su poder



sunshinenergy®



There's an easy way to help.

**Preserving The
Environment Is In
Your Hands**



The Choice Is Simple

Of all the things you can do to help preserve the environment and promote energy independence, choosing Sunshine Energy is one of the easiest. And it costs less than you might think: only \$9.75 more per month, which is conveniently added to your FPL bill. Nothing else changes — there's no installation required.

Sign Up Today

Enrolling in Sunshine Energy is easy and takes just a few minutes. Simply choose one of these three ways to enroll and make the choice for cleaner electricity and a brighter energy future today.

Three Easy Ways To Enroll:

- 1 By Mail: Return the attached card
- 2 Online: www.FPLsunshineenergy.com
- 3 By Phone: 877-529-2610

sunshinenergy®



Printed on recycled paper (50% post-consumer fiber, elemental chlorine-free with soy-based ink). Please recycle #302-110-0-3. © 2007 Sunshine Energy is a registered service mark of FPL.



sunshinenergy®



© 2007 Sunshine Energy is a registered service mark of FPL.

BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 744 FT LAUDERDALE FL

POSTAGE WILL BE PAID BY ADDRESSEE

**F P L SUNSHINE ENERGY PROGRAM
C/O MAILHOUSE
2201 STIRLING RD
FT LAUDERDALE FL 33312-9988**

**NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES**





Choose sunshinenergy® From FPL For A Bright Future

Choosing Sunshine Energy®, a renewable energy program from Florida Power & Light Company is an easy way to preserve the environment and have a positive impact on our energy future. *Sunshine Energy* features cleaner electricity generation – American-made from wind, bioenergy and the sun. These fuels are abundant, sustainable and less polluting than the typical fossil fuel sources most widely used nationwide.

By enrolling in *Sunshine Energy*, you can:

- Reduce your household's share of air pollution caused by generating electricity,
- Support cleaner sources of energy generation,
- Promote the development of new solar energy facilities in Florida.

So, for only **\$9.75** more per month, you can help reduce carbon dioxide emissions and support a more secure energy future.

To enroll, simply mail in the attached postage-paid form, visit www.FPLsunshineenergy.com, or call 877-529-2610.



Supporting Clean Electricity Has A Positive Impact

Purchasing renewable electricity through *Sunshine Energy* helps clean the air and promotes a bright energy future for America.

Preserves The Environment

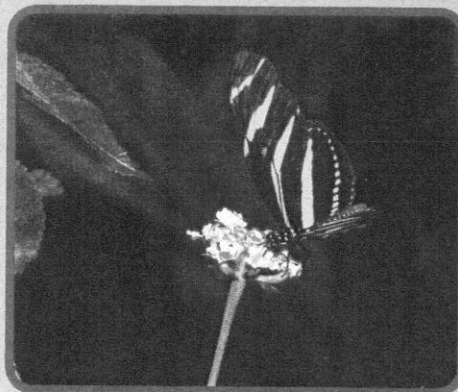
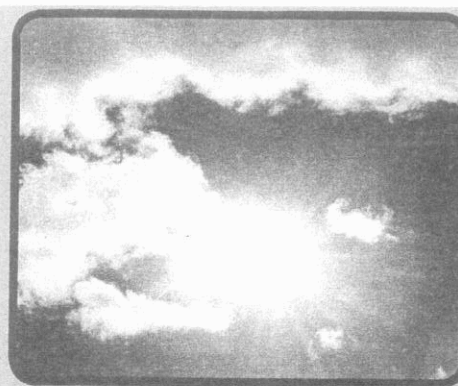
Sunshine Energy features cleaner generation sources like bioenergy, wind and solar. For each month that you participate, FPL ensures that 1,000 kWh of electricity is generated from these clean sources in Florida and other states. Your participation creates important environmental benefits in the areas where this cleaner, sustainable electricity is generated.

In just one year as a Sunshine Energy customer, you can prevent over 10,800 pounds of carbon dioxide (CO₂) emissions nationwide. That's as much as your car would produce in over 12,000 miles of driving – or the same as planting 650 trees.

Encourages Cleaner Energy - Made In America

When you choose FPL's *Sunshine Energy*, you are helping to build new solar electric projects right here in Florida. And by supporting new renewable generation sources, you help reduce the demand for electricity generated from fossil fuels. According to the U.S. Environmental Protection Agency, renewable energy is one way to improve the reliability and security of our energy system in the U.S.

Thanks to Sunshine Energy customers, the largest solar electric facility in Florida was built at Rothenbach Park in Sarasota. Plus, more solar projects across the state are also in the works.



☒ **Yes, I choose to participate in the Sunshine Energy® program from Florida Power & Light Company**
By signing this form, I agree to enroll in *Sunshine Energy* from Florida Power & Light Company. I am 18 years or older and am authorized to make a change to this FPL account. I understand I will pay an additional amount of \$9.75 per month for renewable energy from cleaner generation sources of electricity like bioenergy, wind and solar.

First Name:

Last Name:

Service Address (not a PO Box):

City:

State:

Zip:

Home Phone:

Work Phone:

Email Address:

X Signature:

Date:



FPL

POWERING TODAY.
EMPOWERING TOMORROW.®

sunshinenergy®



☐ Yes, I choose the Sunshine EnergySM program from Florida Power & Light.

...want to help preserve the environment for future generations and realize that in just one year as a *Sunshine Energy* customer, I can avoid over 10,000 pounds of CO₂ emissions nationwide -- as much as a car would produce in over 11,000 miles of driving.

Please provide all the following information as it appears on your FPL bill.

[illegible]

By signing below, I agree to enroll for Sunshine Energy from Florida Power & Light. I am 18 years or older and am authorized to make a change to this FPL account. I understand I will pay a monthly surcharge of \$9.75 for the environmental credits associated with cleaner generation sources of electricity including bioenergy, wind and solar.

Signature _____ Date _____

For FPL use only:

Source Code _____ LOC _____
Sales Rep _____ TL _____

SUNSHINE ENERGY SM



☐ **Si, escojo el programa de Sunshine EnergySM de**

Florida Power & Light.

Quiero ayudar a preservar el medio ambiente para generaciones futuras y sé que ser un cliente de *Sunshine Energy* por solo un año, yo puedo evitar más de 10,000 libras de emisiones de CO₂ nacionalmente, las que produciría un automóvil al conducirlo más de 11,000 millas.

Por favor proporcione la información que sigue tal como aparece en su cuenta de FPL.

Primer Nombre

Apellido

Dirección donde se recibe el Servicio
Número de apartamento

Ciudad
Estado Código Postal

Teléfono de la Casa
Teléfono del Trabajo

Otro Teléfono

Correo electrónico

Al firmar abajo, estoy de acuerdo en inscribirme en *Sunshine Energy* de Florida Power & Light. Tengo 18 años o mas y estoy autorizado (a) a hacer cambios a esta cuenta de FPL. Entiendo que pagaré un cargo de \$9.75 al mes por los créditos medioambiental asociado con la generación de electricidad mas limpias incluyendo bio energía, viento y solar."

(Firma) _____
(Fecha) _____

"Sin importar cual sea su consumo de electricidad cada mes, *Sunshine Energy* asegura que 1,000 kWh de la electricidad es producida por fuentes de generación mas limpias sirviendo a la Florida y otros estados en la nación. Su compra representa beneficios al medio ambiente en las regiones donde están localizados los generadores mas limpios

Por el uso de FPL solamente:

Source Code _____
Sales Rep _____
T.L. _____

136

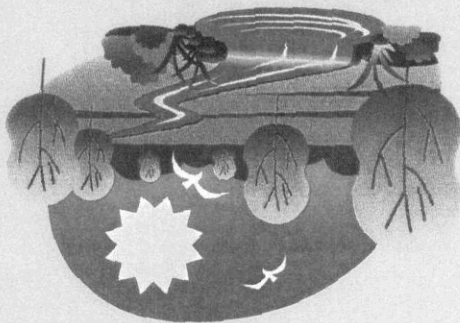
EXHIBIT

TABLES

FPL



FPL introduces
an easy way for you to
help preserve the environment
for future generations



sunshinenenergy

sunshinenenergySM

Look for the Sunshine Energy tables
this Thursday and Friday,
February 5 and 6:

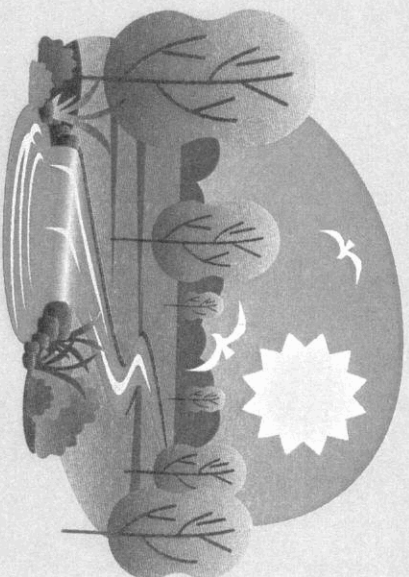
- Lobby 7:00 - 9:00 am
- Cafeteria 11 a.m. - 1:30 p.m.

Or learn more and sign up for
Sunshine Energy on
www.FPL.com/sunshine or call
1-888-FPL-GREEN.



FPL

sunshineenergy SM



**FPL introduces an easy way for you to
help preserve the environment for future generations**

Sunshine EnergySM, a new option for FPL residential electric customers, uses renewable generation sources that include bioenergy and wind which are less polluting than the fossil fuel sources most widely used across the United States. It offers you an easy way to help preserve the environment.



FPL

Now, you can choose cleaner electricity* with the future in mind



By choosing Sunshine Energy, you can:

- Help reduce your share of air pollution from electricity – you can prevent as much CO₂ in a year as a car would produce in over 11,000 miles of driving.
- Support cleaner sources of energy in Florida and nationwide.
- Make the development of new solar energy facilities in Florida a reality.

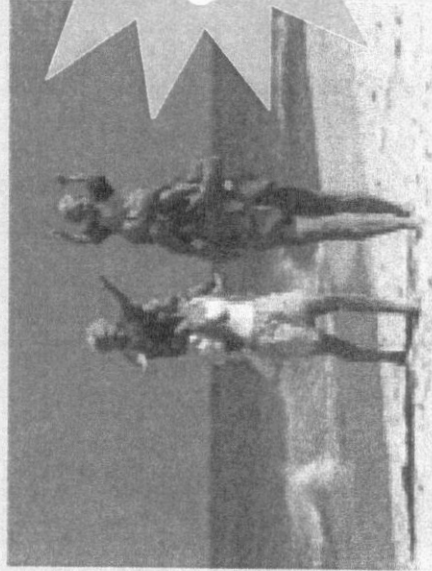
Learn more, sign up

- FPL representatives will be at the GO, JB, LFO and CSE on Thursday and Friday, February 5 - 6, in the lobbies from 7 - 9 AM and cafeterias from 11 AM - 1:30 PM to answer questions and take enrollments for *Sunshine Energy*.
- You can also learn more or sign up for *Sunshine Energy* by visiting www.FPL.com/sunshine or calling 1-888-FPL-GREEN (1-888-375-4733).

* Regardless of your actual electricity usage each month, your *Sunshine Energy* purchase represents the environmental credits associated with 1000 kWh of electricity produced by cleaner electric generators serving Florida and other states nationwide. Your purchase supports the environmental benefits to the regions where the cleaner generators are located.



sunshinenergy® Benefits the Environment, You and Now Your Friends and Family



Now you
can earn a
**\$20 Gift
Certificate!**
Details on back.

Because of YOU and 25,000 other FPL Sunshine Energy customers, this program achieves great results.

- Florida's largest solar facility will be built in Sarasota.
 - Through 2005, over 82,200 tons of CO₂ have been avoided.
- That's like taking over 14,600 cars off the road for a year!*

Tell your friends and family about Sunshine Energy, and when they enroll, you'll both receive a \$20 Amazon.com® gift certificate!



Receive a \$20 Amazon.com® gift certificate when your friends and family enroll in Sunshine Energy.

Share the good news about the *Sunshine Energy* program with your friends and family and you both will win. It's easy. Simply:

- ① Email your friends and family the website and reference code below, or hand them this postcard.
- ② Have your friends and family enroll in *Sunshine Energy*.

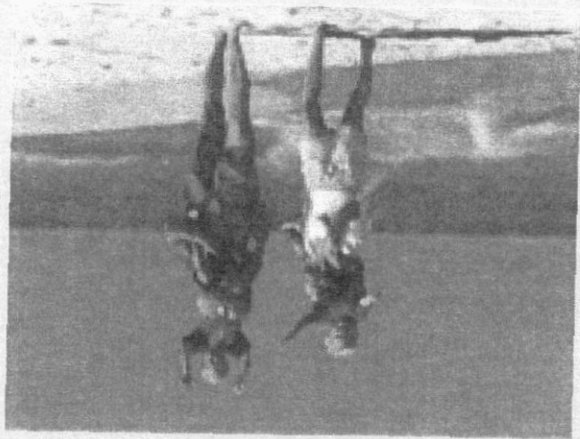
When their enrollment is complete, you **each** receive a \$20 Amazon.com® gift certificate within 30 days.

So, spread the news and help support additional solar development in Florida.

Reference Code: xxxxxxxx
www.FPLSunshineEnergy.com

Your friend must enter the Reference Code so you can both receive the gift certificate. Promotion available only to FPL customers.

Now There Are More Benefits To The sunshinenergy[®] Program



Because of YOU and nearly 25,000 other FPL Sunshine Energy customers, this program achieves great results.

- Florida's largest solar facility will be built in Sarasota.
- Through 2005, over 82,200 tons of CO₂ have been avoided.
- That's like taking over 14,600 cars off the road for a year!

And now, tell your friends and family about *Sunshine Energy*, and when they enroll, you'll both receive a \$20 Amazon.com[®] gift certificate!





**Share the good news about the
Sunshine Energy program with your
friends and family and you both will win.**

Receive a \$20 Amazon.com® gift certificate when your friends and family enroll in *Sunshine Energy*. It's easy. Simply:

- ① Email your friends and family the website and reference code below, or hand them this postcard.
- ② Have your friends and family enroll in *Sunshine Energy*.

When their enrollment is complete, you **each** receive a \$20 Amazon.com® gift certificate within 30 days.

So, spread the news and help support additional solar development in Florida.

**Reference Code: xxxxxxxx
www.FPLSunshineEnergy.com**

Your friend must enter the Reference Code so you can both receive the gift certificate. Promotion available only to FPL customers.

Question 13:

13e - FPL Script for Messages
for GMEC Call Center

3 Pages

CONFIDENTIAL

Brauner, Helen

From: Aboussie, Karen
Sent: Tuesday, February 26, 2008 2:56 PM
To: Brauner, Helen
Subject: FW: Help make an impact for today and tomorrow (EMW4082 Test 2)

Karen Aboussie

Green Mountain Energy Company
 512.691.6193 work
 512.691.6151 fax
 512.750.8934 mobile

From: FPL Account Management [mailto:FPL_Account_Management@reply.fplemail.com]
Sent: Thursday, February 21, 2008 2:07 PM
To: Aboussie, Karen
Subject: Help make an impact for today and tomorrow (EMW4082 Test 2)

To view this email as a web page, click [here](#).



Help Secure Our Energy Independence Choose **sunshinenergy®** Today

Now you can help promote energy independence while preserving our environment

By choosing Sunshine Energy®, a renewable energy program offered by Florida Power & Light Company, you can have a positive impact on our energy future. That's because *Sunshine Energy* is American-made and generated from renewable sources like wind, bioenergy and the sun.

For each month you're enrolled in the *Sunshine Energy* program, FPL ensures that 1,000 kWh of electricity from cleaner sources is produced by generators in Florida and other states. Your participation in the program creates important environmental benefits in the areas where this cleaner, renewable electricity is generated.

Choose *Sunshine Energy* Today

A simple, affordable way to do your part

Sunshine Energy is surprisingly affordable: for only \$9.75 more a month, added to your FPL bill, you can help reduce your household's share of carbon dioxide (CO₂) emissions and promote a more secure energy future. Nothing with your FPL service changes and no installation is required.

You can have an impact

Your household's participation in the program can help avoid more than 10,800 pounds of CO₂ emissions from entering the air every year — as much as a car would produce in over 12,000 miles of driving.



Choose *Sunshine Energy* Today





[Privacy Policy](#) [About Us](#) [Contact us](#)

As a valued customer of Florida Power & Light Company, you have received this email to inform you of information that may interest you. If you do not wish to receive FPL emails in the future, please click here to opt-out. To manage your profile go here.

Florida Power & Light Company 700 Universe Blvd. Juno Beach, FL 33408, USA
www.FPL.com

Brauner, Helen

From: Aboussie, Karen
Sent: Tuesday, February 26, 2008 2:58 PM
To: Brauner, Helen
Subject: FW: Join our brightest customers - TEST 2

Karen Aboussie

Green Mountain Energy Company

512.691.6193 work

512.691.6151 fax

512.750.8934 mobile

From: FPL Account Management [mailto:FPL_Account_Management@reply.fplemail.com]

Sent: Friday, February 22, 2008 12:35 PM

To: Aboussie, Karen

Subject: Join our brightest customers - TEST

To view this email as a web page, click [here](#).



Thanks To FPL Sunshine Energy® Customers Florida's Largest Solar Energy Project Is Up and Sunning!

Join Our "Brightest" Customers!

FPL *Sunshine Energy* customers made the new 250 kilowatt Solar Array at Sarasota's Rothenbach Park a reality! This solar facility will prevent approximately 327 tons of carbon dioxide (CO₂) emissions each year – as much as a car would produce in over 726,000 miles of driving.

You Can Make A Difference, Too

By choosing *Sunshine Energy*, a renewable energy program from FPL, you can help reduce your households share of carbon dioxide emissions and support the development of more solar facilities in Florida.

Choose *Sunshine Energy* Today

How Does It Work?

For each month that you participate in the program, FPL ensures that 1,000 kWh of cleaner electricity from sources like wind, bioenergy and solar is generated and delivered to power systems serving Florida and other states nationwide. Your participation also creates important environmental benefits in the areas where this cleaner, renewable electricity is generated. Nothing with your FPL service changes and no installation is required.

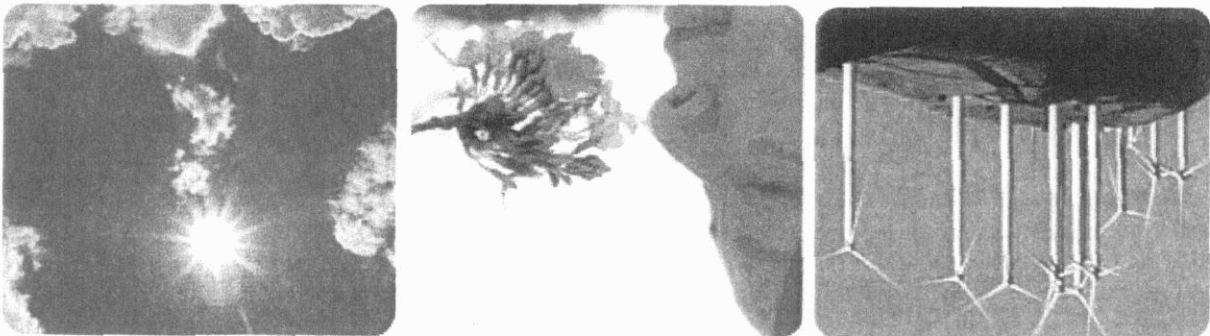
The low cost may be illuminating!

Choosing *Sunshine Energy* is less expensive than you might expect – for only \$9.75 more per month, you can support renewable energy, help cut CO₂ emissions and encourage the development of more solar arrays for Florida.



**Rothenbach Solar Array
 Sarasota, Florida**

Choose *Sunshine Energy* Today



[Privacy Policy](#) [About Us](#) [Contact Us](#)

We are a valued customer of Florida Power & Light Company. You have received this email to inform you of information that may interest you. If you do not wish to receive FPL emails in the future, please click here to opt-out. To manage your profile go here.

Florida Power & Light Company 700 Universe Blvd. Juno Beach, FL 33408, USA
www.FPL.com

Question 14:

Telemarketing Spreadsheets

2 Pages

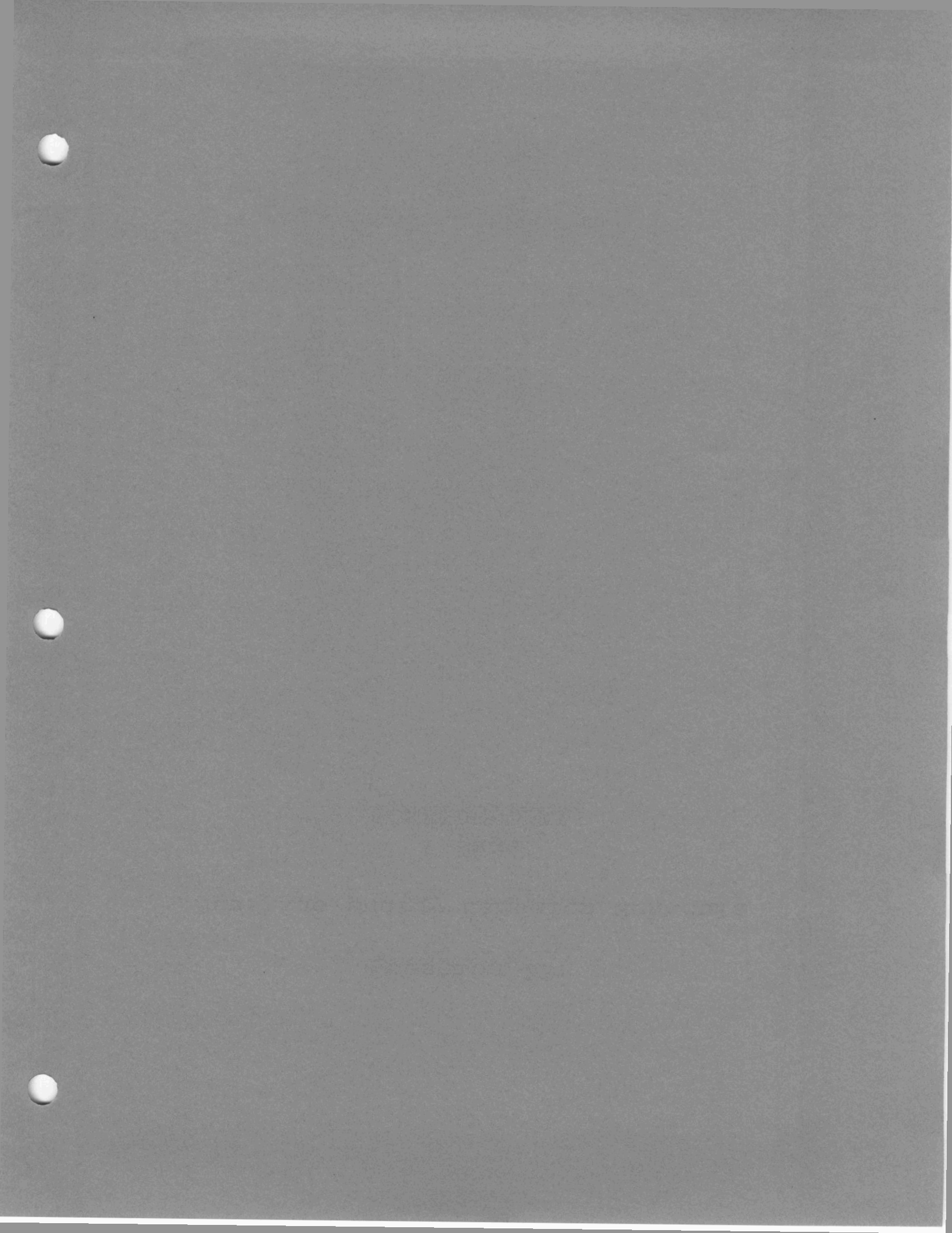
CONFIDENTIAL

Question 15:

Sunshine Energy Campaign Schedule

1 Page

CONFIDENTIAL



No Exhibit

No Exhibit

No Exhibit

No Exhibit

No Exhibit

Brauner, Helen

From: Aboussie, Karen
To: Friday, January 16, 2004 2:57 PM
Cc: 'Kristee Humphrey'; Andrew Humphrey
Subject: Aboussie, Karen; Hammer, Mark; 'Karen_McFarlane@fpl.com'; 'David_Bates@fpl.com'
FINAL REVISED Postcard changes

Attachments: FPL_postcard116.pdf



FPL_postcard116.pdf (71 KB)

This one is approved and ready to go to print.

Karen Aboussie
Marketing Communications Manager
Office - 512.691.6193
Mobile - 512.750.8934
karen.aboussie@greenmountain.com

Cleaner Electricity Today. Bluer Skies Tomorrow.

-----Original Message-----

From: Joshua_Bass@fpl.com [mailto:Joshua_Bass@fpl.com]
Sent: Friday, January 16, 2004 2:39 PM
To: Aboussie, Karen
Cc: Hammer, Mark; David_Bates@fpl.com
Subject: Re: FW:REVISED Postcard changes

Looks good.

Josh

"Aboussie, Karen"
<Karen.Aboussie@GreenMountain.com>
"Hammer, Mark" <Mark.Hammer@GreenMountain.com>

01/16/04 03:29 PM

To: Joshua_Bass@fpl.com,
Cc:
Subject: FW:REVISED Postcard changes

Here is the first piece. The English Brochure and Sign Up form will be out in just a few minutes. Please approve.

Karen Aboussie
Marketing Communications Manager
Office - 512.691.6193
Mobile - 512.750.8934
karen.aboussie@greenmountain.com

Cleaner Electricity Today. Bluer Skies Tomorrow.

-----Original Message-----

From: Kristee Humphrey [mailto:kristee@bga.com]
Sent: Friday, January 16, 2004 2:18 PM
To: Aboussie, Karen
Subject: Re: Postcard changes

With the change...

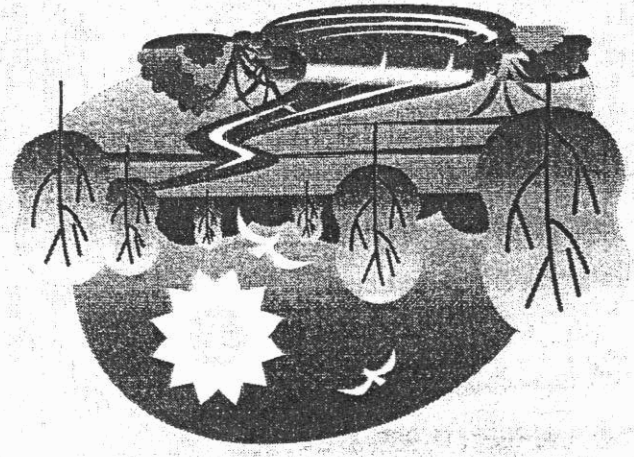
From: "Aboussie, Karen" <Karen.Aboussie@GreenMountain.com>
Date: Fri, 16 Jan 2004 13:46:10 -0600
To: "Kristee Humphrey" <kristee@bga.com>
Subject: Postcard changes

The only change to the postcard is at the bottom in the mice type, where it starts out "Regardless?". That is the exact language that is the first 2 sentences in the NEW copy of How does it work?, in the brochure. Please make these same corrections to this bullet on the postcard.

Karen Aboussie
Marketing Communications Manager
Office - 512.691.6193
Mobile - 512.750.8934
karen.aboussie@greenmountain.com <mailto:karen.aboussie@greenmountain.com>

Cleaner Electricity Today. Bluer Skies Tomorrow.
(See attached file: FPL_postcard116.pdf)

sunshineSMenergy



FPL introduces an easy way for you to help preserve the environment for future generations

Sunshine EnergySM, a new option for FPL residential electric customers, uses renewable generation sources that include bioenergy and wind which are less polluting than the fossil fuel sources most widely used across the United States. It offers you an easy way to help preserve the environment.



Now, you can choose cleaner electricity* with the future in mind

sunshinenergySM

By choosing *Sunshine Energy*, you can:

- Help reduce your share of air pollution from electricity –
you can prevent as much CO₂ in a year as a car would produce in over
11,000 miles of driving.
- Support cleaner sources of energy in Florida and nationwide.
- Make the development of new solar energy facilities in Florida a reality.

Learn more, sign up

- FPL representatives will be at the GO, JB, LFO and CSE on
Thursday and Friday, February 5 - 6, in the lobbies from 7 - 9 AM and
cafeterias from 11 AM - 1:30 PM to answer questions and take
enrollments for *Sunshine Energy*.
- You can also learn more or sign up for *Sunshine Energy* by visiting
www.FPL.com/sunshine or calling 1-888-FPL-GREEN (1-888-375-4733).

* Regardless of your actual electricity usage each month, your *Sunshine Energy* purchase represents the environmental credits associated with 1000 kWh of electricity produced by cleaner electric generators serving Florida and other states nationwide. Your purchase supports the environmental benefits to the regions where the cleaner generators are located.



brauner, Helen

From: Karen_McFarlane@fpl.com
Tuesday, April 27, 2004 1:28 PM
To: Aboussie, Karen
Cc: Jose_A_Suarez@fpl.com
Subject: Re: June Bill Insert & Upcoming programs

Attachments: FPL_dm_solar_012604.pdf; FPL_dm_choice_012604.pdf; FPL_dm_prob_sol_012604.pdf



FPL_dm_solar_012604.pdf (136 K...
FPL_dm_choice_012604.pdf (136 ...
FPL_dm_prob_sol_012604.pdf (13...

I don't have any reasons to change them unless you do. Since they were already approved before, we do not have to send them back for review.

km

"Aboussie, Karen"
<Karen.Aboussie@GreenMountain.com>

04/26/2004 06:27 PM

To: Karen_McFarlane@fpl.com
cc:
Subject: Upcoming programs

Just wanted to give you a heads up that there are two additional programs coming up for June - 1) bill stuffers that will go to the entire base and 2) the next Direct Mail campaign. I will provide you with schedules for both programs but have a few questions.

<<FPL_dm_solar_012604.pdf>> <<FPL_dm_choice_012604.pdf>> <<FPL_dm_prob_sol_012604.pdf>>
Regarding the Bill Stuffers, last time we ran them to part of your base, we had 3 different versions that were inserted randomly. We would like to run the same three versions for this next round - with NO CHANGES. If that is the case, do we still have to go through the same process to get copy approved? I am attaching the ones that were inserted in February.

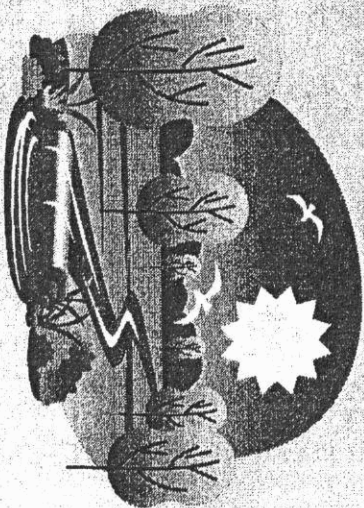
Also, for the June Direct Mail program, we want to basically use the same 7 letters that were just approved and now test different creative packages, using these same letters. We may want to talk briefly on this one. What is your schedule looking like in the next couple of days? I'm open Tuesday from 10:30-11:30 am (CDT) or from 1:30-3 pm OR Wednesday morning anytime before 1 pm.

Karen Aboussie
Marketing Communications Manager
Office - 512.691.6193
Mobile - 512.750.8934
k.aboussie@greenmountain.com

Cleaner Electricity Today. Bluer Skies Tomorrow. (See attached file: FPL_dm_solar_012604.pdf) (See attached file: FPL_dm_choice_012604.pdf) (See attached file:

FPL_dm_prob_sol_012604.pdf)

**Choose
sunshinenergySM
and help preserve
the environment**



☒ **Yes! I want to make the choice for cleaner electricity.** sunshinenergySM

FPL Account Number (located in the top right corner of your bill):

Customer Name:

Address (not a PO Box):

City:

State:

Zip:

Apartment No.:

Home Phone:

Work Phone:

Email Address:

By signing below, I agree to enroll for the *Sunshine Energy* program from Florida Power & Light. I am 18 years or older and am authorized to make a change to this FPL account. I understand I will pay a monthly surcharge of \$9.75 for the environmental credits associated with cleaner generation sources of electricity including bioenergy, wind and solar.

Signature:

Date:

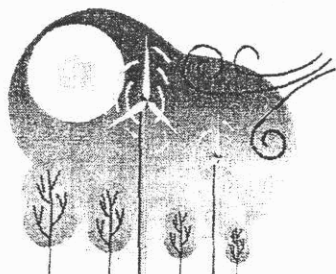
FL007C

Simply include this form with your monthly FPL payment, or mail separately to: FPL, P.O. Box 3070, Tequesta, FL 33469. For more information about Sunshine Energy, call 1-888-FPL-GREEN (1-888-375-4733) or visit www.FPL.com/sunshine.

Introducing a new way to help harness the power of the sun

Many of us already put the Florida sunshine to good use heating our pools or helping to power our homes.

Now, you can help build solar energy on a larger scale in Florida by signing up for the Sunshine EnergySM program from FPL.



Sunshine Energy uses cleaner energy sources that are less polluting than the fossil fuel sources most widely used to generate electricity across the United States.

The choice is simple

Purchasing Sunshine Energy is simple. Just take a few minutes to enroll, and then for only \$9.75 extra per month, you'll be helping to preserve the environment.

sunshinenergySM

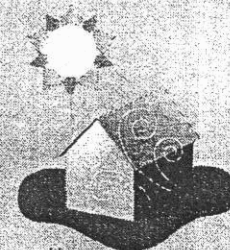
Help preserve the environment for future generations

In only one year as a Sunshine Energy customer, you can avoid over 10,000 pounds of carbon dioxide (CO₂) emissions* – as much as a car would produce in over 11,000 miles of driving.

Support cleaner sources of energy

For every 10,000 customers who sign up for Sunshine Energy, we'll build a 150 kilowatt solar facility right here in Florida.

One of these facilities represents twice the electricity generation capacity of one of Florida's largest solar facilities.



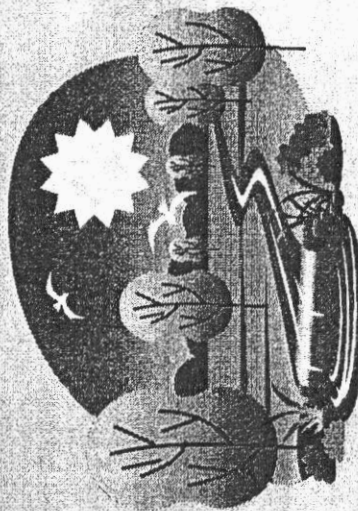
Three easy ways to enroll

Complete the form attached and mail it in with your FPL electric payment.

Sign up online at www.FPL.com/sunshine or call **1-888-FPL-GREEN** (1-888-375-4733).

*Regardless of your actual electricity usage each month, your Sunshine Energy purchase represents the environmental credits associated with 1,000 kWh of electricity produced by cleaner electric generators, including bioenergy, wind, and solar, serving Florida and other states nationwide. Your purchase supports the environmental benefits to regions where the cleaner generators are located.

Choose
sunshinenergySM
and help preserve
the environment



Yes! I want to make the choice for cleaner electricity.

sunshinenergySM

FPL Account Number (located in the top right corner of your bill):

Customer Name:

Address (not a PO Box):

Apartment No.:

City:

State:

Zip:

Home Phone:

Work Phone:

Email Address:

By signing below, I agree to enroll for the *Sunshine Energy* program from Florida Power & Light. I am 18 years or older and am authorized to make a change to this FPL account. I understand I will pay a monthly surcharge of \$9.75 for the environmental credits associated with cleaner generation sources of electricity including bioenergy, wind and solar.

Signature:

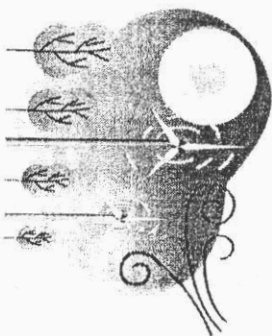
Date:

FL007B

Simply include this form with your monthly FPL payment, or mail separately to: FPL, P.O. Box 3070, Tequesta, FL 33469. For more information about Sunshine Energy, call 1-888-FPL-GREEN (1-888-375-4733) or visit www.FPL.com/sunshine.

Now, you can make the choice for cleaner electricity

Many of our customers have told us they wanted to support cleaner energy in Florida. And when our customers speak to us, we listen. Now, we're proud to introduce the Sunshine EnergySM program, a new option for FPL customers.



Sunshine Energy uses cleaner energy sources that are less polluting than the fossil fuel sources most widely used across the United States.

The choice is simple

Purchasing Sunshine Energy is simple. Just take a few minutes to enroll, and then for only \$9.75 extra per month, you'll be helping to preserve the environment for future generations.

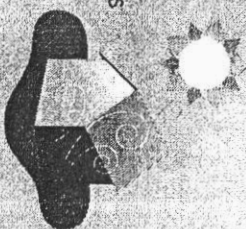
sunshineenergySM

Help preserve the environment for future generations

In only one year as a Sunshine Energy customer, you can avoid over 10,000 pounds of carbon dioxide (CO₂) emissions* — as much as a car would produce in over 11,000 miles of driving.

Support cleaner sources of energy

For every 10,000 customers who sign up for Sunshine Energy, we'll build a



150 kilowatt solar facility right here in Florida. One of these facilities represents twice the electricity generation capacity of one of Florida's largest solar facilities.

Three easy ways to enroll

Complete the form attached and mail it in with your FPL electric payment.

Sign up online at www.FPL.com/sunshine or call 1-888-FPL-GREEN (1-888-375-4733).

*Regardless of your actual electricity usage each month, your Sunshine Energy purchase represents the environmental credits associated with 1,000 kWh of electricity produced by cleaner electric generators, including bioenergy, wind, and solar, serving Florida and other states nationwide. Your purchase supports the environmental benefits to regions where the cleaner generators are located.

Simply include this form with your monthly FPL payment, or mail separately to: FPL, P.O. Box 3070, Tequesta, FL 33469. For more information about Sunshine Energy, call 1-888-FPL-GREEN (1-888-375-4733) or visit www.FPL.com/sunshine.

FL007A

Signature: _____
Date: _____
By signing below, I agree to enroll for the Sunshine Energy program from Florida Power & Light. I am 18 years or older and am authorized to make a change to this FPL account. I understand I will pay a monthly surcharge of \$9.75 for the environmental credits associated with cleaner generation sources of electricity including bioenergy, wind and solar.

Email Address: _____

Home Phone: _____ Work Phone: _____

City: _____ State: _____ Zip: _____

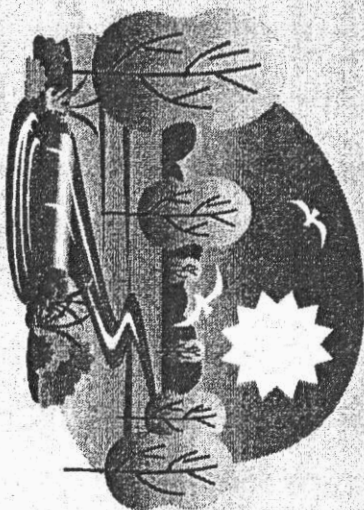
Address (not a PO Box): _____ Apartment No.: _____

Customer Name: _____

FPL Account Number (located in the top right corner of your bill): _____

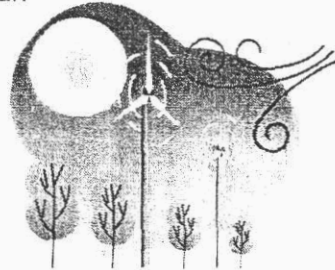
☒ Yes! I want to make the choice for cleaner electricity. **sunshineenergy** SM

**Choose
sunshineenergySM
and help preserve
the environment**



Introducing an easy way to help preserve the environment for future generations

Generating electricity to meet the energy demands of American businesses and residents uses fossil fuels. To help reduce our nation's reliance on fossil fuels, FPL is developing innovative programs and renewable sources of electricity. Now, we're proud to introduce the Sunshine EnergySM program, a new option from FPL.



Sunshine Energy uses cleaner energy sources that are less polluting than the fossil fuel sources most widely used across the United States.

The choice is simple

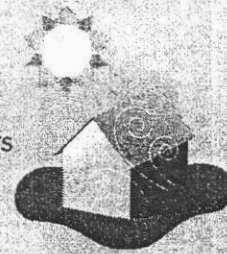
Purchasing Sunshine Energy is simple. Just take a few minutes to enroll, and then for only \$9.75 extra per month, you'll be helping to preserve the environment for future generations.

Reduce your share of air pollution

In only one year as a Sunshine Energy customer, you can avoid over 10,000 pounds of carbon dioxide (CO₂) emissions* – as much as a car would produce in over 11,000 miles of driving.

Support cleaner sources of energy

For every 10,000 customers who sign up for Sunshine Energy, we'll build a 150 kilowatt solar facility right here in Florida. One of these facilities represents twice the electricity generation capacity of one of Florida's largest solar facilities.



Three easy ways to enroll

Complete the form attached and **mail it in** with your FPL electric payment.

Sign up online at www.FPL.com/sunshine or call **1-888-FPL-GREEN** (1-888-375-4733).

*Regardless of your actual electricity usage each month, your Sunshine Energy purchase represents the environmental credits associated with 1,000 kWh of electricity produced by cleaner electric generators, including bioenergy, wind, and solar, serving Florida and other states nationwide. Your purchase supports the environmental benefits to regions where the cleaner generators are located.

Brauner, Helen

From: Kathleen_Mcnamara@fpl.com
Tuesday, March 07, 2006 9:17 AM
Aboussie, Karen
Cc: Humphrey, Andrew; Hammer, Mark; Stephanie_Eberline@fpl.com; David_Bates@fpl.com
Subject: Re: FINAL REVISED DM COPY
Attachments: Wave VI-CONTROL LETTER_3-6-06_FINAL.doc; Wave VI-Positive Energy indy ltr_3-6-06_FINAL.doc



Wave VI-CONTROL LETTER_3-6-06_FINAL.doc
Wave VI-Positive Energy indy ltr_3-6-06_FINAL.doc

Karen,
The copy below (originally approved) has been approved again. Please let me know if we are still able to meet the deadline for Friday distribution.
Thanks
Kathleen

"Aboussie, Karen"
<Karen.Aboussie@GreenMountain.com>, Kathleen_Mcnamara@fpl.com
<Mark.Hammer@GreenMountain.com>
To: "Humphrey, Andrew"
cc: "Hammer, Mark"
Subject: FINAL REVISED DM COPY
03/06/2006 12:26 PM

FOR YOUR RECORDS, ATTACHED IS THE FINAL DM COPY.

<<Wave VI-CONTROL LETTER_3-6-06_FINAL.doc>> <<Wave VI-Positive Energy indy ltr_3-6-06_FINAL.doc>>

Karen Aboussie
Green Mountain Energy Company
New Address:
P. O. Box 689008
Austin, TX 78768

512.691.6193 - office
512.750.8934 - mobile

(See attached file: Wave VI-CONTROL LETTER_3-6-06_FINAL.doc) (See attached file: Wave VI-Positive Energy indy ltr_3-6-06_FINAL.doc)

Wave VI – 01.06 from Kathleen McNamara

“Control” Letter version FINAL

Dear XXXXX:

It's sometimes difficult to find an easy way to do your part for the environment. With FPL's Sunshine Energy® program, the solution is easier than you might think.

Sunshine Energy uses cleaner energy sources¹ that are less polluting than the traditional fuel sources most widely used to generate electricity across the United States. For each month that you participate in the *Sunshine Energy* program, FPL ensures that 1,000 kWh of cleaner electricity from sources like wind, bioenergy and solar is produced by generators in Florida and other states nationwide.

By purchasing *Sunshine Energy* from FPL, your participation helps avoid more than 8,000 pounds of carbon dioxide (CO₂) emissions – as much as a car would produce in almost 9,000 miles of driving. Your participation in the program creates important environmental benefits in the areas where the cleaner, renewable electricity is generated.

Less expensive than you might think

Doing your part costs just a small amount - only \$9.75 more per month. And you're helping to preserve the environment for future generations.

Sign up today

Choose *Sunshine Energy* today and help clean the air we breathe. To enroll, simply complete and return the enrollment form below, or sign up online at www.fplsunshineenergy.com, or give us a call today at 1-877-529-2610.

Thanks for helping preserve the environment by purchasing *Sunshine Energy*!

Sincerely,

David Bates
Sunshine Energy Program Manager

P. S. Choose an easy way to do your part for the environment. Just sign up today for *Sunshine Energy* by returning the form below or online at www.fplsunshineenergy.com or call 1-877-529-2610.

¹ Cleaner generation sources include wind power, bioenergy produced from organic materials, as well as modest amounts of solar power.

Form at the bottom of the letter:

 Yes, I choose to participate in the *Sunshine Energy* program from Florida Power & Light
By signing below, I agree to enroll in *Sunshine Energy* from Florida Power & Light. I am 18 years or older
and am authorized to make a change to this FPL account. I understand I will pay a monthly surcharge of
\$9.75 for the environmental credits associated with cleaner generation sources of electricity including
bioenergy, wind and solar.

Tracking Code FPL ID Number

First Name:

Last Name:

Address (not a PO Box):

Apartment No.:

City: State: Zip:

Home Phone: Work Phone:

Email Address:

Signature:

Date:

FPL logo

Sunshine Energy logo

From Kathleen on 3.2.06
Green Mountain Energy
FPL Positive energy independence lttr v6.
3.2.06
FINAL 3.6.06

[TOP PULLOUT]

Now there's an easy way to help brighten America's energy future.

[DATE]

[NAME]

[ADDRESS 1]

[ADDRESS 2]

[CITY] NY [ZIP]

Dear [NAME],

As Americans, we have always supported freedom and independence. And, today, perhaps more than ever, we want to secure energy independence by utilizing innovative energy sources.

By choosing Sunshine Energy®, a renewable energy program offered by Florida Power & Light Company, you can have a positive impact on our energy future.

Purchasing renewable electricity not only promotes a brighter energy future, it also helps clean the air we breathe. *Sunshine Energy* is American-made and generated from wind, bioenergy and the sun. Your participation in the program helps avoid more than 8,000 pounds of carbon dioxide (CO₂) emissions from entering the air every year — as much as a car would produce in almost 9,000 miles of driving. Since the program began in 2004, more than 23,000 customers have enrolled - avoiding over 82,000 tons of CO₂, which is the equivalent of removing over 14,500 cars from the road in one year.

For each month you're enrolled in the *Sunshine Energy* program, FPL ensures that 1,000 kWh of electricity from cleaner sources is produced by generators in Florida and other states nationwide. Your participation in the program creates important environmental benefits in the areas where this cleaner, renewable electricity is generated.

Less expensive than you might think.

Sunshine Energy is surprisingly inexpensive: for only \$9.75 more a month, you can help reduce CO₂ emissions and promote a more secure energy future.

Sign up today.

Choosing *Sunshine Energy* electricity is a simple, affordable way to do your part for America's energy and environmental future. Simply complete and return the form below, sign up at www.FPLSunshineEnergy.com, or give us a call at 1.877.529.2610.

Do your part today by choosing *Sunshine Energy*!

David Bates
Sunshine Energy Program Manager

P.S. **Remember, choosing *Sunshine Energy* helps two ways:** it helps promote energy independence and helps preserve the environment. Sign up today with the enrollment form below, through www.FPLSunshineEnergy.com, or with a quick, toll-free call to 1.877.529.2610.

Form at the bottom of the letter:

 Yes, I choose to participate in the *Sunshine Energy* program from Florida Power & Light
By signing below, I agree to enroll in *Sunshine Energy* from Florida Power & Light. I am 18 years or older and am authorized to make a change to this FPL account. I understand I will pay a monthly surcharge of \$9.75 for the environmental credits associated with cleaner generation sources of electricity including bioenergy, wind and solar.

Tracking Code FPL ID Number

First Name:

Last Name:

Address (not a PO Box):

Apartment No.:

City: State: Zip:

Home Phone: Work Phone:

Email Address:

Signature:

Date:

FPL logo

Sunshine Energy logo

Brauner, Helen

From: Kathleen_Mcnamara@fpl.com
To: Tuesday, April 04, 2006 4:05 PM
Cc: Aboussie, Karen
Subject: Hammer, Mark; David_Bates@fpl.com
RE: FW: Pdf of FL brochure

Attachments: Sunshine brochure copy 4-4-06.doc; Sunshine brochure copy 3.30.06.doc



Sunshine brochure copy 4-4-06....
Sunshine brochure copy 3.30.06...

Karen,

Attached is the updated and approved copy for the brochure. We had agreed a few weeks ago in our weekly PR calls that we would update the pdf and provide print-outs for the press kits, since there was a limited time to print the brochures. Once we have the new brochures, we can begin to include them in the Energy Surveys.

Please let me know if you have any questions.

Thanks

Kathleen

(See attached file: Sunshine brochure copy 4-4-06.doc)

"Aboussie, Karen"

<Karen.Aboussie@GreenMountain.com>

<Mark.Hammer@GreenMountain.com>

To: Kathleen_Mcnamara@fpl.com
cc: "Hammer, Mark"

Subject: RE: FW: Pdf of FL brochure

03/30/2006 05:29 PM

Unfortunately, I was getting a fax of a fax and had a very hard time seeing all the changes you wanted. I am enclosing a Word doc of the copy from the brochure and need to ask you to please mark your changes on that, again using track changes.

One thing to note, based on the message map, since all of the Sunshine Energy mix is not 100% pollution free, we cannot use "clean" electricity, and have to say "cleaner".

Also, since these changes are not a major redesign to the brochure, and in the interest of time, I would prefer to get ALL the final copy changes from within your organization, before turning it over to the designer to redo the art. If you want a new brochure by the event on 4.11, I would need your all FINAL copy changes by this Friday. Then she will make the changes by Tuesday, 4.4 and off to the printer by 4.5. (I am still awaiting confirmation from the printer that he can still make this schedule and deliver these by 4.11.)

Now you are at meetings for the next few days, but this is the only way you can have a brochure by 4.11. Of course, if this schedule is too tight, then you could use the existing brochures for the 4.11 event and we could get these reprinted as soon as you can get final copy to me. Just let me know...

Karen Aboussie
Green Mountain Energy Company
New Address:
P. O. Box 689008
Austin, TX 78768

512.691.6193 - office
512.750.8934 - mobile

-----Original Message-----

From: Kathleen_Mcnamara@fpl.com [mailto:Kathleen_Mcnamara@fpl.com]
Sent: Thursday, March 30, 2006 10:34 AM
To: Hammer, Mark
Cc: Aboussie, Karen
Subject: RE: FW: Pdf of FL brochure

If I could get the changes completed and a new pdf, I can route electronically for the final approvals. If this is not possible it will be sometime next week and this is needed for the press kits, so a quick turn-around is needed.

Thanks
Kathleen

"Hammer, Mark"

<Mark.Hammer@GreenMountain.com>
Kathleen_Mcnamara@fpl.com
Karen" <Karen.Aboussie@GreenMountain.com>
03/30/2006 11:13 AM

To:
cc: "Aboussie,
Subject: RE: FW: Pdf of FL brochure

Kathleen and Karen,

I have faxed these to Karen. Karen, if you could please review and get back with Kathleen on any issues and a timeline. I doubt you know the timeline until you have all of the suggested changes, correct?

Please let us know.

Thanks.

Mark

-----Original Message-----

From: Kathleen_Mcnamara@fpl.com [mailto:Kathleen_Mcnamara@fpl.com]
Sent: Wednesday, March 29, 2006 6:26 PM
To: Hammer, Mark
Subject: Re: FW: Pdf of FL brochure

Mark,
I just faxed you the changes we have to date on the brochure. Please send a revised pdf

so I can route for final approval. Also, Pat will need the final pdf for the press kits - I am hoping to have final approval early next week, please confirm this is enough time to make the final updates in time to be printed for the press kits.

ks
leen

"Hammer, Mark"

<Mark.Hammer@GreenMo
Kathleen_Mcnamara@fpl.com

To:

untain.com>
David_Bates@fpl.com

cc:

Subject: FW: Pdf of FL brochure

03/07/2006 03:27 PM

Kathleen,

Attached is the brochure pdf. Please review and let me know what you all suggest we change.

ks.

Mark

(See attached file: SE_bro_305 FINAL.pdf)

(See attached file: Sunshine brochure copy 3.30.06.doc)

FPL SALES BROCHURE

COVER

Choose (insert logo) and help preserve the environment

(FPL illustration)

(at bottom – FPL logo) Confirm Logo is FPL logo and not FPL ES

INSIDE LEFT PANEL (white background)

[fpl teal ink] **Choose clean electricity with the future in mind**

Deleted: er

[fpl blue ink] Choosing Sunshine Energy® from Florida Power & Light Company is an easy way to preserve the environment for future generations. *Sunshine Energy* features clean electricity generation, and your participation creates important environmental benefits in the areas where this clean, renewable electricity is generated.

Deleted: er

Deleted: that is less polluting than the fossil fuel sources most widely used across the United States

[fpl teal ink] By enrolling in *Sunshine Energy*, you can:

Deleted: .

- Reduce your household's share of air pollution caused by generating electricity.
- Support clean sources of energy generation.
- Make the development of new solar energy facilities in Florida a reality.

Deleted: buying

Deleted: er

[fpl teal ink] All for only \$9.75 more per month – about the cost of a pizza!

[fpl blue] To enroll, simply call 877-529-2610 or visit www.fplsunshineenergy.com

Deleted: just

(Sunshinenergy logo at bottom)

INSIDE RIGHT PANEL (teal background)

[yellow ink] **Support clean ways of making electricity**

Deleted: er

[white ink] The *Sunshine Energy* program features clean generation sources like bioenergy, wind and solar. For each month that you participate, FPL ensures that 1,000 kWh of electricity is generated from these clean sources in Florida and other states nationwide. Supporting new renewable generation sources helps to reduce the demand for electricity generated from fossil fuels.

Deleted: er

Deleted: and

Deleted: , plus small amounts of

Deleted: Buying *Sunshine Energy* ensures that 1,000 kWh of electricity is produced by cleaner generators serving Florida and other states nationwide.

[yellow ink] **Help preserve the environment in two ways now and in the future**

Formatted: Font: Helvetica, Strikethrough

[white ink] **Today** - One of the most important things you can do to reduce air pollution is to choose *Sunshine Energy* from FPL. In just one year as a *Sunshine Energy* customer, you can prevent over 8,000 pounds of carbon dioxide (CO₂) emissions nationwide – as much as your car would produce in over 9,000 miles of driving.

Formatted: Not Strikethrough

[white ink] **Tomorrow** - When you choose FPL's *Sunshine Energy*, you are helping to create new solar projects in Florida. In fact, because of *Sunshine Energy* customers like you, the largest solar array in Florida is already becoming a reality at Rothenbach Park in Sarasota.

(eliminate illustration if there's no room)

(FPL logo)

BACK PANEL (white background)

The choice is simple

Of all the things you can do to help preserve the environment, choosing *Sunshine Energy* is one of the easiest. And it costs less than you might think: only \$9.75 more per month, which is conveniently added to your FPL bill.

Sign up today

Enrolling in *Sunshine Energy* is simple and takes just a few minutes. Simply choose one of the two easy ways to enroll, and make the choice for clean electricity today.

Two easy ways to enroll:

- 1) **By Phone:** 877-529-2610
- 2) **On the web:** www.fplsunshineenergy.com

(Sunshine Energy logo)

(recycle symbol) R302-1103

©2005 Sunshine Energy is a registered service mark of FPL.

Deleted: make the constructi

Deleted: a reality

Deleted: 2 new solar arrays will be built in 2005, both of which will be among the largest solar energy producers in Florida

Deleted: .

Deleted: Just sign up for the *Sunshine Energy* program and each month it will be included on your electricity bill.

Deleted: -- about the cost of a pizza. 1

Deleted: for

Deleted: Just choose from three easy ways to sign up

Deleted: er

Deleted: Three

Deleted: <#>In person: Look for a FPL sales representative at an event or storefront near you!

Deleted: 2005

Deleted: Energy Services, I

FPL SALES BROCHURE

COVER

Choose (insert logo) and help preserve the environment

(FPL illustration)

(at bottom – FPL logo)

INSIDE LEFT PANEL (white background)

[fpl teal ink] **Choose cleaner electricity with the future in mind**

[fpl blue ink] Choosing Sunshine Energy® from Florida Power & Light is an easy way to preserve the environment for future generations. *Sunshine Energy* features cleaner electricity generation that is less polluting than the fossil fuel sources most widely used across the United States.

[fpl teal ink] By buying *Sunshine Energy*, you can:

- Reduce your household's share of air pollution caused by generating electricity.
- Support cleaner sources of energy generation.
- Make the development of new solar energy facilities in Florida a reality.

[fpl teal ink] *All for only \$9.75 more per month – about the cost of a pizza!*

[fpl blue] **To enroll, just call 877-529-2610 or visit www.fplsunshineenergy.com**

(Sunshinenergy logo at bottom)

INSIDE RIGHT PANEL (teal background)

[yellow ink] **Support cleaner ways of making electricity**

[white ink] The *Sunshine Energy* program features cleaner generation sources like bioenergy and wind, plus small amounts of solar. Buying *Sunshine Energy* ensures that 1,000 kWh of electricity is produced by cleaner generators serving Florida and other states nationwide. Supporting new renewable generation sources helps to reduce the demand for electricity generated from fossil fuels.

[yellow ink] **Help preserve the environment in two ways**

[white ink] **Today** - One of the most important things you can do to reduce air pollution is to choose *Sunshine Energy* from FPL. In just one year as a *Sunshine Energy* customer, you can prevent over 8,000 pounds of carbon dioxide (CO₂) emissions nationwide – as much as your car would produce in over 9,000 miles of driving.

[white ink] **Tomorrow** - When you choose FPL's *Sunshine Energy*, you are helping to make the construction of new solar projects in Florida a reality. In fact, because of *Sunshine Energy* customers like you, 2 new solar arrays will be built in 2005, both of which will be among the largest solar energy producers in Florida.

(eliminate illustration if there's no room)

(FPL logo)

BACK PANEL (white background)

The choice is simple

Of all the things you can do to help preserve the environment, choosing *Sunshine Energy* is one of the easiest. Just sign up for the *Sunshine Energy* program and each month it will be included on your electricity bill. And it costs less than you might think: only \$9.75 more per month -- about the cost of a pizza.

Sign up today

Enrolling for *Sunshine Energy* is simple and takes just a few minutes. Just choose from three easy ways to sign up and make the choice for cleaner electricity today.

Three easy ways to enroll:

- 1) **By Phone:** 877-529-2610
- 2) **On the web:** www.fplsunshineenergy.com
- 3) **In person:** Look for a FPL sales representative at an event or storefront near you

(Sunshine Energy logo)

(recycle symbol) R302-1103

©2005 Sunshine Energy is a registered service mark of FPL Energy Services, Inc.

Brauner, Helen

From: Kathleen_Mcnamara@fpl.com
Thursdays, April 06, 2006 8:29 AM
To: Aboussie, Karen
Cc: Hammer, Mark
Subject: Re: FW: fpl se 2 versions

Attachments: FPL_SE_SV.pdf; FPL_SE_LV.pdf



FPL_SE_SV.pdf (2 MB)



FPL_SE_LV.pdf (2 MB)

Karen,
Both versions are approved. Please confirm once they are distributed.
Thanks
Kathleen

"Aboussie, Karen"
<Karen.Aboussie@GreenMountain.com>
<Mark.Hammer@GreenMountain.com>

To: Kathleen_Mcnamara@fpl.com
cc: "Hammer, Mark"

Subject: FW: fpl se 2 versions

04/05/2006 06:43 PM

As per our discussions yesterday, here are the final versions. I think the shortened versions worked really well. Thoughts? If I get your green light tomorrow, We can probably send it out by COB tomorrow!

Karen Aboussie
Green Mountain Energy Company
New Address:
P. O. Box 689008
Austin, TX 78768

512.691.6193 - office
512.750.8934 - mobile

-----Original Message-----

From: Symon, Bill
Sent: Wednesday, April 05, 2006 5:40 PM
To: Aboussie, Karen
Subject: fpl se 2 versions

Here you go.

Thanks,

(See attached file: FPL_SE_SV.pdf) (See attached file: FPL_SE_LV.pdf)



sunshineenergy®



In This Issue

- Program Awards
- Environmental Spotlight
- Compact Fluorescent Light Bulbs
- FPL E-Mail Bill®
- Special Offer



Another Milestone for the Sunshine Energy® Program

Thanks to you, the Sunshine State is brighter than ever! Because of your participation and continued support, you have made the Sunshine Energy program the largest and fastest growing green power program in the southeast, according to the U. S. Department of Energy's National Renewable Energy Laboratory (NREL). The Sunshine Energy program just earned two top 10 spots in the NREL rankings, based on customer information through 2005.

In less than 2 years, FPL's green power program is now the nation's fourth largest in terms of sales and the sixth largest in total customer participation, surpassing hundreds of utilities throughout the country. We are proud of the commitment and dedication customers, like you, continue to demonstrate in supporting renewable energy and the environment.

Your participation continues to create important environmental benefits. Over 23,000 participants have enrolled in the program avoiding over 82,000 tons of carbon dioxide – that's equivalent to removing 14,000 cars from the road for one year! We appreciate your loyalty and continued support of the program.

You help ensure a brighter energy future for America. Here's to another great year!

Environmental Spotlight



Save the Manatee Club was established in 1981 by former Florida Governor Bob Graham and singer/songwriter Jimmy Buffett. Learn about the conservation efforts to save endangered manatees from extinction.

- [Learn More...](#)

Conserve Energy with Compact Fluorescent Light Bulbs



Do you know how much energy can be conserved simply by replacing your light bulbs? Compact Fluorescent Light Bulbs (CFLs) use about one-third the electricity of conventional incandescent bulbs to produce the same amount of light, and they last much longer.

Learn more about energy conservation with CFLs and other products by clicking the link below. **Plus, use the coupon below and save 20% when ordering CFLs or other energy saving products online from EFL.**

- [Learn More...](#)

Want another way to help the environment?

FPL E-Mail Bill® may be for you!

Did you know if we all received and paid all of our bills electronically, we'd save more than 18 million trees every year?

- Receive your bills via e-mail with the FPL E-Mail Bill program.
- Your monthly account detail and account history will still be available to you at www.FPL.com.
- We'll even e-mail you friendly due date reminders because we know you've got more important things to think about.

- [Learn More...](#)

As a valued customer of Florida Power & Light Company, you have received this email to inform you of information that may interest you. If you do not wish to receive FPL emails in the future, please visit our [Privacy Policy](#) or click the link below.

[to unsubscribe, click here](#)

email: news@fplsunshineenergy.com
web: <http://www.fplsunshineenergy.com>



Save 20% on Energy Saving Products

The quickest and easiest way to reduce your impact on the environment is to use electricity more efficiently, and Energy Federation can help. Energy Federation stocks hundreds of quality residential energy efficiency-related products, including light bulbs, light fixtures, showerheads, bathroom fans, and more. Energy Federation offers competitive pricing and fast shipping through their website, www.energyfederation.org.

Order on-line, enter the promotion code "savesave" during checkout, and your order will automatically be discounted by 20%.

[Click here to learn more](#)

ES10fplunsubscribe

This email was sent to billaymon@greasmountain.com, by news@fplsunshineenergy.com.
Instant removal with [88unsubscribe](#) | [Privacy Policy](#)

FPL Sunshine Energy | P.O. Box 025376 | Miami | FL 33102



sunshineenergy®



Another Milestone for the Sunshine Energy® Program

The Sunshine Energy program just earned two top 10 spots in the U. S. Department of Energy's National Renewable Energy Laboratory (NREL) rankings, based on customer information through 2005.

• [Learn More...](#)

Environmental Spotlight



Save the Manatee Club was established in 1981 by former Florida Governor Bob Graham and singer/songwriter Jimmy Buffett.

• [Learn More...](#)

Conserve Energy with Compact Fluorescent Light Bulbs



Do you know how much energy can be conserved simply by replacing your light bulbs? Learn more about energy conservation with CFLs and other products by clicking the link below. **Plus, use the coupon below and save 20% when ordering CFLs or other energy saving products online from EFL.**

• [Learn More...](#)

Want another way to help the environment?

FPL E-Mail Bill® may be for you!

Did you know if we all received and paid all of our bills electronically, we'd save more than 18 million trees every year?

• [Learn More...](#)

As a valued customer of Florida Power & Light Company, you have received this email to inform you of information that may interest you. If you do not wish to receive FPL emails in the future, please visit our [Privacy Policy](#) or click the link below.

to unsubscribe: [click here](#)

email: news@fplsunshineenergy.com
web: <http://www.fplsunshineenergy.com>



ENERGY FEDERATION
INCORPORATED

Save 20% on Energy Saving Products

The quickest and easiest way to reduce your impact on the environment is to use electricity more efficiently, and Energy Federation can help. Energy Federation stocks hundreds of quality residential energy efficiency-related products, including light bulbs, light fixtures, showerheads, bathroom fans, and more. Energy Federation offers competitive pricing and fast shipping through their website, www.energyfederation.org.

Order on-line, enter the promotion code "sunshine" during checkout, and your order will automatically be discounted by 20%.

[Check it out now...](#)

SafeUnsubscribe™

This email was sent to bill.simon@greenmountain.com, by news@fplsunshineenergy.com.
Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#)

FPL Sunshine Energy | P.O. Box 025576 | Miami | FL | 33102

Brauner, Helen

From: Stephanie_Eberline@fpl.com
To: Tuesday, October 03, 2006 12:33 PM
Aboussie, Karen
Subject: Newsletter--approved

Attachments: fpl_nl_home.pdf; refer.pdf; efficient_1.pdf; efficient_3.pdf; efficient_2.pdf; spotlight.pdf; spec_offer.pdf



fpl_nl_home.pdf
(821 KB)



refer.pdf (419 KB)



efficient_1.pdf (853 KB)



efficient_3.pdf (998 KB)



efficient_2.pdf (620 KB)



spotlight.pdf (988 KB)



spec_offer.pdf
(365 KB)

See my final comments below. If you have made these changes, then let's send it out.
Stephanie

----- Forwarded by Stephanie Eberline/IM/FPL on 10/03/2006 01:31 PM -----

Stephanie
Eberline
<Karen.Aboussie@GreenMountain.com>

To: "Aboussie, Karen"

10/02/2006 05:32
s(Document link: Stephanie Eberline)
PM

cc:
Subject: Re: FW: FPL Newsletter update

Karen,

Looks good. Only 2 comments:

Does Sunshine Energy have a service mark or a registered mark? On the Refer A Friend promo, it is a registered mark, but on the rest of the newsletter, it's a service mark.

On the FPL program page, can we make the last line (about visiting FPL for more information) stand out more (bold or bigger font)? Right now it looks like it's just part of the Budget Billing info.

Please call if there are questions. Thanks.
Stephanie

"Aboussie, Karen"
<Karen.Aboussie@GreenMountain.com>

10/02/2006 04:23 PM

To: Stephanie_Eberline@fpl.com
cc:
Subject: FW: FPL Newsletter update s

Here are the changes as requested. If you are OK with these we will get this email sent (hopefully today).

Karen Aboussie
Green Mountain Energy Company



sunshinenergySM

NEWS



Energy Efficiency Week | Refer-A-Friend Program | Environmental Spotlight | Special Offer

Energy Efficiency Week

October 5 to October 11 is Energy Efficiency Week!

Learn how you can benefit from a sales tax holiday on energy efficient appliances and products, as well as tax incentives and rebates for home solar.

[Learn more.](#)

In celebration of Energy Efficiency Week, Florida Power & Light Company will host several events.

You could win an Energy Efficiency Basket or a SunPass!

[Click here for more details.](#)

FPL offers several programs to help you better manage your energy usage and make your home or business more energy efficient.

[Check out these opportunities!](#)

Refer-A-Friend Program

Tell your friends about Sunshine Energy® — when they enroll, you both could earn \$20 from Amazon.com!

Coming soon — our new Refer-A-Friend program. Tell your family and friends what you like about the program, and when they enroll, you'll each receive a \$20 gift certificate from Amazon.com!

Environmental Spotlight

Two Black Bear Cubs to Spend the Year at the Palm Beach Zoo.

Two seven month old black bear cubs (*Ursus americanus floridanus*) have arrived at the Palm Beach Zoo at Dreher Park, where they will be on exhibit for the next year. The cubs were wild-born near Ocala, Florida and relocated by the Florida Fish and Wildlife Conservation Commission. The cubs, which were malnourished and under weight, are being nursed back to health by animal care experts at the Palm Beach Zoo.

[Read more about the bear cubs.](#)

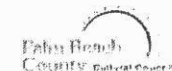


SPECIAL OFFER

for Sunshine Energy customers!

Buy one paid adult admission and
receive a child admission for **FREE**.

***OFFER VALID THROUGH APRIL 30, 2007. COUPON IS REQUIRED
TO RECEIVE THIS OFFER.**



Palm Beach County Florida
THE REGIONAL MUSEUM
A TOURISM DEVELOPMENT AND CULTURAL CENTER

The Palm Beach Zoo at Dreher Park is located at 1301 Summit Blvd
Visit www.palmbeachzoo.org or call (561)547-WILD for more information.

Coupon #5014



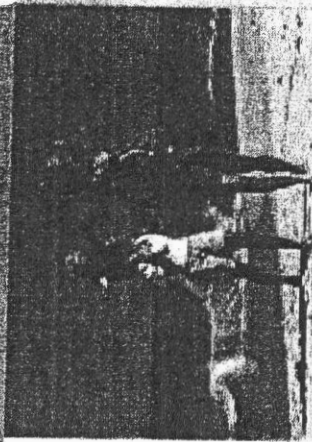
FPL. POWERING TODAY. EMPOWERING TOMORROW.™

As a valued customer of Florida Power & Light Company, you have received this email to inform you of information that may interest you. If you do not wish to receive FPL emails in the future, please visit our Privacy Policy. To unsubscribe, [click here](#).



FPL

sunshineenergySM NEWS



Newsletter Home | Energy Efficiency Week | Refer-A-Friend Program | Environmental Spotlight | Special Offer

Refer-A-Friend Program

Tell your friends about Sunshine Energy® — when they enroll you both could earn \$20 from Amazon.com!

Watch for an email announcing our new Refer-A-Friend program. Tell your family and friends what you like about the program, and when they enroll, you'll each receive a \$20 gift certificate from Amazon.com via email!

Your participation in the program helps secure our energy independence in addition to preserving the environment for future generations. Thanks to you and over 25,000 other participants, the largest solar site in the southeast is being built in Sarasota, Florida.

With your help we can continue the development of solar energy in Florida.

As a valued customer of Florida Power & Light Company, you have received this email to inform you of information that may interest you. If you do not wish to receive FPL emails in the future, please visit our Privacy Policy. To unsubscribe, [click here](#).



sunshinenergySM

NEWS



[Newsletter Home](#) |
 [Energy Efficiency Week](#) |
 [Refer-A-Friend Program](#) |
 [Environmental Spotlight](#) |
 [Special Offer](#)

Energy Efficiency Week

- [State of Florida Energy Efficiency Week](#)
- [FPL Energy Efficiency Week Events](#)
- [FPL Conservation Programs](#)

Participate in Florida's Energy Efficiency Week!

The State of Florida has enacted a comprehensive energy bill that provides matching grants to stimulate economic development, designates Energy Efficiency Week (October 5 – 11, 2006) as a sales tax holiday on energy-efficient appliances and other products, and establishes the Renewable Energy Technologies Grants program to encourage the purchase of photovoltaic and solar thermal systems.

Sales Tax Holiday

During Energy Efficiency Week, sales tax will not be collected on the purchase of new energy efficient appliances or other energy efficient products priced at \$1,500 or less. The term "energy efficient product" means a dishwasher, clothes washer, air conditioner, ceiling fan, incandescent or fluorescent light bulb, dehumidifier, programmable thermostat, or refrigerator that meets or exceeds the requirements of the EPA's [Energy Star Program](#).



State Solar Incentives

Rebates and tax incentives are available to those who are thinking about becoming renewable energy consumers.

Floridians who have been considering the installation of a solar water heating system for their home can now receive a rebate of up to \$500 after purchase and installation of the system (\$100 rebates are also available for solar pool heating systems).

Rebates are also available for purchase and installation of photovoltaic systems for solar-generated electricity (calculated at \$4.00 per rated Watt). The maximum rebate for residential installations is \$20,000, while systems on commercial property may qualify for rebates up to \$100,000.

For more information about solar energy, please visit the [Florida Solar Energy Center](#). To apply for solar incentives [click here](#).

Some tax incentives include:

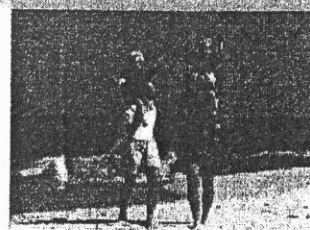
- Tax credits for residential solar photovoltaic and water heating systems
- Tax credits for highly-efficient new homes
- Tax credits for improvements to existing homes including high-efficiency air conditioners and equipment
- Tax credits for residential fuel cell systems

For more information on these state tax incentives [click here](#).



sunshinenenergySM

NEWS



[Newsletter Home](#) |
 [Energy Efficiency Week](#) |
 [Refer-A-Friend Program](#) |
 [Environmental Spotlight](#) |
 [Special Offer](#)

Energy Efficiency Week

- [State of Florida Energy Efficiency Week](#)
- [FPL Energy Efficiency Week Events](#)
- [FPL Conservation Programs](#)

FPL Has Programs To Help You Save Energy

FPL offers a variety of programs to help you better manage your energy usage and make your home or business more energy efficient and to help you manage your electric bill.

Online Home Energy Survey

Managing your electric bill is easy when you know how much energy you are using and where you can reduce usage and trim costs. FPL's Online Home Energy Survey provides you with a personalized, energy-saving analysis of your home's energy use, as well as specific ways to save money on your electric bill.

To learn more visit www.fpl.com/ohes.

On Call[®]

One of the easiest ways to save on your electric bill is through FPL's On Call[®] program. By enrolling you will receive monthly credits on your FPL bill when you select appliances, such as central air conditioners, central heaters, water heaters and pool pumps, to be cycled off during times of high electricity demand. You can receive over \$100 a year in bill credits.

Sign-up today at www.fpl.com/oncall.

Duct System Test & Repair

Leaky ducts not only affect the comfort and air quality inside your home, they can also increase your energy bill. The good news is repairing leaky ducts is fairly easy and inexpensive, especially with FPL's help.

Ceiling Insulation

Adding insulation to your home can reduce your heating and cooling costs and make your home more comfortable, especially for homes built before 1982. FPL will determine whether your home qualifies for an incentive to reduce the cost of installing insulation.

HVAC

If your air conditioning system is 10 years old or older, chances are it is inefficient and near the end of its useful life. FPL's A/C Buying Guide and list of participating independent contractors can help you shop wisely. And better yet, FPL may even help pay for your new unit!

Build Smart[®]

A BuildSmart[®] home can save you up to 30% or more on your monthly energy bills. BuildSmart homebuyers receive lower energy bills, experience greater comfort and cleaner indoor air, and have peace of mind knowing FPL has inspected and certified their new home.

FPL Budget Billing[®] Program

The FPL Budget Billing[®] program takes the guesswork out of your electric bill. While it's not a savings program, Budget Billing evens out your monthly energy costs over the course of a year, prevents major fluctuations in your bills and helps you know what to expect to pay each month.

Find out more at www.fpl.com/resbb.

Please visit www.fpl.com to learn more about all of the products and services currently available.

2006



sunshinenenergySM

NEWS



[Newsletter Home](#) | [Energy Efficiency Week](#) | [Refer-A-Friend Program](#) | [Environmental Spotlight](#) | [Special Offer](#)

Energy Efficiency Week

- [State of Florida Energy Efficiency Week](#)
- [FPL Energy Efficiency Week Events](#)
- [FPL Conservation Programs](#)

In celebration of Energy Efficiency Week, Florida Power & Light Company will be hosting several events.

[Click here for details about these and other events!](#)

Some of the events include:

- **FPL & the Florida's Turnpike Enterprise:** FPL representatives will be at the following Turnpike Service Plazas to answer questions about energy efficiency as well as programs and services currently available for customers. Be sure to stop by one of the following locations: Pompano Beach (10/6), West Palm Beach (10/9) and Ft. Pierce (10/10). Hours: 10am to 1pm.

Sign up for one or more of our products or services and get a chance to win an Energy Efficiency Basket or a SunPass, Florida's pre-paid toll device!

- **BuildSmart for Humanity: Groundbreaking Ceremony in Ft. Pierce 10/7**
FPL has partnered with Habitat for Humanity to sponsor Habitat homes within FPL's service territory. Through this partnership, FPL has incorporated the BuildSmart[®] energy efficiency features into more than 300 Habitat for Humanity homes. BuildSmart homes are up to 30 percent more energy efficient than homes not built to the program's standards. The added energy efficiency can help save hundreds of dollars on energy bills annually.

As a valued customer of Florida Power & Light Company, you have received this email to inform you of information that may interest you. If you do not wish to receive FPL emails in the future, please visit our Privacy Policy. To unsubscribe: [click here](#).



sunshinenergySM

NEWS



Newsletter Home | Energy Efficiency Week | Refer-A-Friend Program | Environmental Spotlight | Special Offers

Environmental Spotlight

Two Black Bear Cubs to Spend the Year at the Palm Beach Zoo

Visit the Zoo This Fall!

Two seven month old black bear cubs (*Ursus americanus floridanus*) have arrived at the Palm Beach Zoo at Dreher Park, where they will be on exhibit for the next year. The cubs were wild-born near Ocala, Florida and relocated by the Florida Fish and Wildlife Conservation Commission. The cubs, which were malnourished and under weight, are being nursed back to health by animal care experts at the Palm Beach Zoo.



The Wildlife Commission originally placed the orphaned cubs with the Busch Wildlife Sanctuary in Jupiter. However, the Sanctuary is currently planning to build a new bear facility and is not yet ready to accommodate these animals. Enter the Palm Beach Zoo at Dreher Park, where the playful pair will be introduced to visitors in October.

The bears don't have names yet, but they do have a great home for the next year until the new facilities at the Sanctuary are completed. While at the Palm Beach Zoo, the cubs will have lots of neighbors — more than 1,000 other animals can be seen and heard at the Zoo. Don't miss this great opportunity to see and learn about black bear cubs right in West Palm Beach.

A Zoo visit is a great way to spend a day with family and friends — that's why FPL has teamed up with the Palm Beach Zoo at Dreher Park for a special offer valid for the next six months: Buy one adult admission and receive a free child admission. This exclusive offer is only available for Sunshine Energy Program customers! Use the coupon below and enjoy your day at the Palm Beach Zoo!

The Palm Beach Zoo at Dreher Park is located at 1301 Summit Blvd, West Palm Beach, Florida. For more information visit the Zoo's website at: www.palmbeachzoo.org or call 561-547-WILD.



Palm Beach
County Cultural Council

Palm Beach County Florida
THE BEST OF FLORIDA
A TOURIST DEVELOPMENT COUNCIL FUNDED PROJECT

SPECIAL OFFER

for Sunshine Energy customers!

Buy one paid adult admission and
receive a child admission for **FREE**.

***OFFER VALID THROUGH APRIL 30, 2007. COUPON IS REQUIRED TO RECEIVE THIS OFFER.**

The Palm Beach Zoo at Dreher Park is located at 1301 Summit Blvd.
Visit www.palmbeachzoo.org or call (561)547-WILD for more information.

Coupon #5014

Fall 2006



sunshinenenergySM

NEWS



[Newsletter Home](#) | [Energy Efficiency Week](#) | [Refer-A-Friend Program](#) | [Environmental Spotlight](#) | [Special Offer](#)




SPECIAL OFFER

for *Sunshine Energy* customers!

Buy one paid adult admission and
receive a child admission for **FREE**.




Palm Beach County Florida
THE BEST OF EVERYTHING
A TOURISM DEVELOPMENT COUNCIL FUNDING PROJECT

***OFFER VALID THROUGH APRIL 30, 2007. COUPON IS REQUIRED TO RECEIVE THIS OFFER.**

The Palm Beach Zoo at Dreher Park is located at 1301 Summit Blvd.
Visit www.palmbeachzoo.org or call (561)547-WILD for more information.

Coupon #5014

[email: new@fpl.com](#)

As a valued customer of Florida Power & Light Company, you have received this email to inform you of information that may interest you. If you do not wish to receive FPL emails in the future, please visit our [Privacy Policy](#). To unsubscribe: [click here](#).

On 1/21/08 11:45 AM, "Aboussie, Karen" <Karen.Aboussie@GreenMountain.com> wrote:
Just a few minor changes. See highlighted areas on the attached copy for some changes you missed. Also,
et **duce** the space between "Thanks To FPL Eunshine Energy Customers" and "Florida's Largest
Sc .."

And likewise, move up the three easy ways in the gold band a bit as well...

Thanks.

Karen Aboussie

Green Mountain Energy Company

512.691.6193 work

512.691.6151 fax

512.750.8934 mobile

From: Kristee Humphrey [<mailto:kristee@bga.com>]

Per: Monday, January 21, 2008 9:47 AM

To: Aboussie, Karen

Subject: USE THIS PDF FOR PROOFING

ient an old shell with the letter...this pdf contains the blank shell and revised letter.

Thanks and sorry for the confusion.

Kristee

On 1/17/08 4:55 PM, "Aboussie, Karen" <Karen.Aboussie@GreenMountain.com> wrote:

Also on the FPL piece, we are going to laser the copy in the orange space, so please do not reverse it out.
Gracias.

See attached file: *fpl_solar_12108.pdf*)

Brauner, Helen

From: Julie_Kreafle@fpl.com
Sent: Friday, January 25, 2008 3:07 PM
To: Aboussie, Karen
Cc: David_Bates@fpl.com
Subject: Re: FW: USE THIS PDF FOR PROOFING
Attachments: fpl_solar_12108.pdf

Hi Karen:

The attached letter is approved.

Have a marvelous weekend!

Julie A. Kreafle
 Marketing Manager
 Products & Services
 Florida Power & Light Company
 700 Universe Boulevard MC/JB
 Juno Beach, FL 33408

Tel: 561 694 4936

Mobile: 561 602 2097

Fax: 561 694 6322

Email: julie_kreafle@FPL.com

"Aboussie, Karen" <Karen.Aboussie@GreenMountain.com>

"Aboussie, Karen"

<Karen.Aboussie@GreenMountain.com>

01/21/2008 01:10 PM

To: "Julie_Kreafle@fpl.com"

<Julie_Kreafle@fpl.com>

cc: "Holtz, John" <john.holtz@greenmountain.com>

Subject: FW: USE THIS PDF FOR PROOFING

Here is the latest version of the copy on the latest version of the form. Please let me know about copy approvals by the end of the week, if possible. Thanks.

Karen Aboussie

Green Mountain Energy Company

512.691.6193 work

512.691.6151 fax

512.750.8934 mobile

From: Kristee Humphrey [mailto:kristee@bga.com]

Sent: Monday, January 21, 2008 12:02 PM

To: Aboussie, Karen

Subject: Re: USE THIS PDF FOR PROOFING

Sorry about that....lets try again!

9/15/2008



FPL.

Join Our "Brightest" Customers!

Date _____

Name _____

Address _____

City, State, Zip _____

You Can Make A Difference, Too

FPL *Sunshine Energy* customers made the new 250 kilowatt Solar Array at Sarasota's Rothenbach Park a reality! This solar facility will prevent approximately 327 tons of carbon dioxide (CO₂) emissions each year – as much as a car would produce in over 726,000 miles of driving.

You can make a difference too! Just enroll in FPL's *Sunshine Energy* program and help support renewable energy today.

How Does It Work?

For each month that you participate in the program, FPL ensures that 1,000 kWh of cleaner electricity from sources like wind, bioenergy and solar is generated and delivered to power systems serving Florida and other states nationwide. Your participation also creates important environmental benefits in the areas where this cleaner, renewable electricity is generated.

The Low Cost Is Illuminating!

Choosing *Sunshine Energy* is less expensive than you might expect – for only \$9.75 more per month, you can support renewable energy, help reduce CO₂ emissions and encourage energy independence.

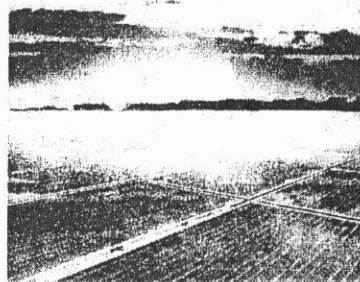
So, sign up today and join over 37,000 enlightened FPL customers who have already chosen *Sunshine Energy*. Just return the form below, visit www.FPLsunshineenergy.com or call toll-free to 1-877-529-2610.

Be one of our "brightest" customers today!

David Bates
Sunshine Energy Program Manager

P. S. Remember, choosing *Sunshine Energy* helps in two ways: by supporting new solar facilities *and* by promoting energy independence. Sign up today with the enrollment form below, through www.FPLsunshineenergy.com, or with a quick, toll-free call to 1.877.529.2610.

Printed on recycled paper (30% post consumer fiber, elemental chlorine-free) with soy based inks. Please recycle.



Rothenbach Park Solar Array
Sarasota, FL

**Thanks To FPL
Sunshine Energy®
Customers,**

**Florida's
Largest Solar
Project Is Up
and Sunning!**

**Three easy ways to
let the sunshine in**

- Return the form below
- Visit FPL.sunshineenergy.com
- Call 1-877-529-2610

☒ **Yes, I choose to participate in the *Sunshine Energy* program from Florida Power & Light**

By signing below, I agree to enroll in *Sunshine Energy* from Florida Power & Light Company. I am 18 years or older and am authorized to make a change to this FPL account. I understand I will pay an additional amount of \$9.75 per month for renewable energy from cleaner generation sources of electricity like bioenergy, wind and solar.



FPL. POWERING TODAY. EMPOWERING TOMORROW.™

sunshine energy

FPL's Program

Name: (insert first name) (insert last name) _____

Address (not a PO Box): _____

City: _____

State: _____

Zip: _____

Home Phone: _____

Work Phone: _____

Email Address: _____

Signature: **X** _____

Date: _____



♻️ Printed on recycled paper (30% post-consumer fiber, elemental chlorine-free) with soy-based inks. Please recycle.

sunshinenergy®



FPL POWERING TODAY. EMPOWERING TOMORROW.™

Brauner, Helen

From: Julie_Kreafle@fpl.com
Sent: Thursday, January 31, 2008 2:12 PM
To: Aboussie, Karen
Subject: Re: FW: Revisions
Attachments: fpl_solar_control.pdf

like the first one too --- what do you think about reducing the type size of "Florida's Largest Solar Project Is Up And Running" -- not too much -- but I think it is fighting with the "Join Our Brightest Customers" a bit.

Julie A. Kreafle
 Marketing Manager
 Products & Services
 Florida Power & Light Company
 100 Universe Boulevard MC/JB
 Fort Myers Beach, FL 33408

Cell: 561 694 4936
 Mobile: 561 602 2097
 Fax: 561 694 6322
 Email: julie_kreafle@FPL.com
 "Aboussie, Karen" <Karen.Aboussie@GreenMountain.com>

"Aboussie, Karen"
 <Karen.Aboussie@GreenMountain.com>
 01/31/2008 02:55 PM

To: "Julie_Kreafle@fpl.com"
 <Julie_Kreafle@fpl.com>
 cc:
 Subject: FW: Revisions

AM QUITE HAPPY WITH THE FIRST ONE - YOU?

Karen Aboussie
 Green Mountain Energy Company
 2.691.6193 work
 2.691.6151 fax
 2.750.8934 mobile

---Original Message-----
 From: Kristee Humphrey [mailto:kristee@bga.com]
 Sent: Thursday, January 31, 2008 1:32 PM
 To: Aboussie, Karen
 Subject: Revisions

re you go!

See attached file: fpl_solar_control.pdf)

5/2008



Join Our "Brightest" Customers!

Name
Address
City, State, Zip

Thanks To FPL Sunshine Energy® Customers, Florida's Largest Solar Project Is Up and Sunning!

You Can Make A Difference, Too

FPL Sunshine Energy customers made the new 250 kilowatt Solar Array at Sarasota's Rothenbach Park a reality! This solar facility will prevent approximately 327 tons of carbon dioxide (CO₂) emissions each year – as much as a car would produce in over 726,000 miles of driving.

You can make a difference too! Just enroll in FPL's *Sunshine Energy* program and help support renewable energy today.

How Does It Work?

For each month that you participate in the program, FPL ensures that 1,000 kWh of cleaner electricity from sources like wind, bioenergy and solar is generated and delivered to power systems serving Florida and other states nationwide. Your participation also creates important environmental benefits in the areas where this cleaner, renewable electricity is generated.

The Low Cost Is Illuminating!

Choosing *Sunshine Energy* is less expensive than you might expect – for only \$9.75 more per month, you can support renewable energy, help reduce CO₂ emissions and encourage energy independence.

So, sign up today and join over 37,000 enlightened FPL customers who have already chosen *Sunshine Energy*. Just return the form below, visit www.FPLsunshineenergy.com or call toll-free to 1-877-529-2610.

Be one of our "brightest" customers today!

David Bates
Sunshine Energy Program Manager

P. S. Remember, choosing *Sunshine Energy* helps in two ways: by supporting new solar facilities and by promoting energy independence. Sign up today with the enrollment form below, through www.FPLsunshineenergy.com, or with a quick, toll-free call to 1.877.529.2610.

Printed on recycled paper (20% post consumer fiber, elemental chlorine-free) with any based inks. Please recycle.

☒ Yes, I choose to participate in the *Sunshine Energy* program from Florida Power & Light

By signing below, I agree to enroll in *Sunshine Energy* from Florida Power & Light Company. I am 18 years or older and am authorized to make a change to this FPL account. I understand I will pay an additional amount of \$9.75 per month for renewable energy from cleaner generation sources of electricity like bioenergy, wind and solar.



FPL POWERING TODAY. EMPOWERING TOMORROW.™

sunshineenergy®

<FPL ID Number>

Name: [insert first name] [insert last name]

Address (not a PO Box):

City:

State:

Zip:

Home Phone:

Work Phone:

Email Address:

Signature: X

Date:

<Trading Codes>



Name _____
Address _____
City, State, Zip _____

**Thanks To FPL
Sunshine Energy® Customers,**

Florida's Largest Solar Project Is Up and Sunning!

You Can Make A Difference, Too

FPL *Sunshine Energy* customers made the new 250 kilowatt Solar Array at Sarasota's Rothenbach Park a reality! This solar facility will prevent approximately 327 tons of carbon dioxide (CO₂) emissions each year – as much as a car would produce in over 726,000 miles of driving.

You can make a difference too! Just enroll in FPL's *Sunshine Energy* program and help support renewable energy today.

How Does It Work?

For each month that you participate in the program, FPL ensures that 1,000 kWh of cleaner electricity from sources like wind, bioenergy and solar is generated and delivered to power systems serving Florida and other states nationwide. Your participation also creates important environmental benefits in the areas where this cleaner, renewable electricity is generated.

The Low Cost Is Illuminating!

Choosing *Sunshine Energy* is less expensive than you might expect – for only \$9.75 more per month, you can support renewable energy, help reduce CO₂ emissions and encourage energy independence.

So, sign up today and join over 37,000 enlightened FPL customers who have already chosen *Sunshine Energy*. Just return the form below, visit www.FPLsunshineenergy.com or call toll-free to 1-877-529-2610.

Be one of our "brightest" customers today!

David Bates
Sunshine Energy Program Manager

P. S. Remember, choosing *Sunshine Energy* helps in two ways: by supporting new solar facilities *and* by promoting energy independence. Sign up today with the enrollment form below, through www.FPLsunshineenergy.com, or with a quick, toll-free call to 1.877.529.2610.

♻️ Printed on recycled paper (50% post consumer fiber, elemental chlorine free) with soy-based inks. Please recycle.

☒ **Yes, I choose to participate in the *Sunshine Energy* program from Florida Power & Light**

By signing below, I agree to enroll in *Sunshine Energy* from Florida Power & Light Company. I am 18 years or older and am authorized to make a change to this FPL account. I understand I will pay an additional amount of \$9.75 per month for renewable energy from cleaner generation sources of electricity like bioenergy, wind and solar.



FPL POWERING TODAY. EMPOWERING TOMORROW.™

sunshineenergy®

<FPL ID Number>

Name: (insert first name) (insert last name) _____

Address (not a PO Box): _____

City: _____ State: _____ Zip: _____

Home Phone: _____ Work Phone: _____

Email Address: _____

Signature: **X** _____ Date: _____

<Tracking Code>

Brauner, Helen

From: Julie_Kreafle@fpl.com
S Friday, February 01, 2008 10:41 AM
To: Aboussie, Karen
Subject: Re: FW: FPL Wave 13 Solar pdf files
Attachments: fpl_wave13_solar.pdf; fpl_solar_control.pdf; fpl_wave13_control.pdf

re-checked the approval emails from Robin, Dennis and Leo. I think we are good to go.

hanks Karen.

TW, I am working till noon today and then leaving for Boston -- please call me on my cell if needed -- 561 602 2097.

ave a great weekend!

Julie A. Kreafle
Marketing Manager
Products & Services
Florida Power & Light Company
100 Universe Boulevard MC/JB
Fort Myers Beach, FL 33408

cell: 561 694 4936

home: 561 602 2097

fax: 694 6322

email: julie_kreafle@FPL.com

"Aboussie, Karen" <Karen.Aboussie@GreenMountain.com>

"Aboussie, Karen"

<Karen.Aboussie@GreenMountain.com>

To: "Julie_Kreafle@fpl.com"

<Julie_Kreafle@fpl.com>

cc:

Subject: FW: FPL Wave 13 Solar pdf files

02/01/2008 11:24 AM

Here are all 3. Sorry, but I have already released them to the printer, since our deadline was yesterday. If they still have changes, we could do it at print proof stage, but it might jeopardize our mail date. Please let me know as soon as possible, since we are still on track to mail 3/9.

Again, I apologize for the rush and hate to add any more pressure to your plate. Frankly, I did not realize that we would still need to get approval through the ranks on this one, since the elements had already been approved.

Karen Aboussie
Green Mountain Energy Company
12 1.6193 work
12.691.6151 fax
12.750.8934 mobile

2/15/2008

(See attached file: fpl_wave13_solar.pdf)(See attached file: fpl_solar_control.pdf)(See attached file: fpl_wave13_control.pdf)

Date: _____



Join Our "Brightest" Customers!

Name _____
Address _____
City, State, Zip _____

Thanks To FPL Sunshine Energy® Customers, Florida's Largest Solar Project Is Up and Sunning!

You Can Make A Difference, Too

FPL Sunshine Energy customers made the new 250 kilowatt Solar Array at Sarasota's Rothenbach Park a reality! This solar facility will prevent approximately 327 tons of carbon dioxide (CO₂) emissions each year – as much as a car would produce in over 726,000 miles of driving.

You can make a difference too! Just enroll in FPL's *Sunshine Energy* program and help support renewable energy today.

How Does It Work?

For each month that you participate in the program, FPL ensures that 1,000 kWh of cleaner electricity from sources like wind, bioenergy and solar is generated and delivered to power systems serving Florida and other states nationwide. Your participation also creates important environmental benefits in the areas where this cleaner, renewable electricity is generated.

The Low Cost Is Illuminating!

Choosing *Sunshine Energy* is less expensive than you might expect – for only \$9.75 more per month, you can support renewable energy, help reduce CO₂ emissions and encourage energy independence.

So, sign up today and join over 37,000 enlightened FPL customers who have already chosen *Sunshine Energy*. Just return the form below, visit www.FPLsunshineenergy.com or call toll-free to 1-877-529-2610.

Be one of our "brightest" customers today!

David Bates
Sunshine Energy Program Manager

P. S. Remember, choosing *Sunshine Energy* helps in two ways: by supporting new solar facilities *and* by promoting energy independence. Sign up today with the enrollment form below, through www.FPLsunshineenergy.com, or with a quick, toll-free call to 1.877.529.2610.

Printed on recycled paper. (20% post-consumer fiber, elemental chlorine free) with soy-based ink. Please, recycle.

☒ **Yes, I choose to participate in the *Sunshine Energy* program from Florida Power & Light**

By signing below, I agree to enroll in *Sunshine Energy* from Florida Power & Light Company. I am 18 years or older and am authorized to make a change to this FPL account. I understand I will pay an additional amount of \$9.75 per month for renewable energy from cleaner generation sources of electricity like bioenergy, wind and solar.



FPL POWERING TODAY. EMPOWERING TOMORROW™

sunshineenergy®

<FPL ID Number> _____

Name: (insert first name) (insert last name) _____

Address (not a PO Box): _____

City: _____ State: _____ Zip: _____

Home Phone: _____ Work Phone: _____

Email Address: _____

Signature: **X** _____ Date: _____

<Trading Code> _____



FPL

Name
Address
City, State, Zip

Dear <Name>,

As Americans, we have always supported freedom and independence. And, today, perhaps more than ever, we want to secure energy independence by utilizing innovative energy sources.

By choosing Sunshine Energy®, a renewable energy program offered by Florida Power & Light Company, you can have a positive impact on our energy future.

Purchasing renewable electricity not only promotes a brighter energy future, it also helps clean the air we breathe. Sunshine Energy is American-made and generated from renewable sources like wind, bioenergy and the sun. Your participation in the program helps avoid more than 10,800 pounds of carbon dioxide (CO₂) emissions from entering the air every year – as much as a car would produce in over 12,000 miles of driving. Since the program began, more than 37,000 customers have enrolled – and have together avoided over 378,300 tons of CO₂, which is the equivalent of removing over 67,000 cars from the road for one year.

For each month you're enrolled in the Sunshine Energy program, FPL ensures that 1,000 kWh of electricity from cleaner sources is produced by generators in Florida and other states. Your participation in the program creates important environmental benefits in the areas where this cleaner, renewable electricity is generated.

Less expensive than you might think

Sunshine Energy is surprisingly inexpensive: for only \$9.75 more a month, you can help reduce CO₂ emissions and promote a more secure energy future.

Sign up today

Choosing Sunshine Energy is a simple, affordable way to do your part for America's energy and environmental future. Simply complete and return the form below, sign up at www.FPLsunshineenergy.com, or give us a call at 1.877.529.2610.

Do your part today by choosing Sunshine Energy!

David Bates
Sunshine Energy Program Manager

P. S. Remember, choosing Sunshine Energy helps in two ways: by promoting energy independence and by preserving the environment. Sign up today with the enrollment form below, through www.FPLsunshineenergy.com, or with a quick, toll-free call to 1.877.529.2610.

Printed on recycled paper (30% post-consumer fiber, elemental chlorine-free) with soy-based ink. Please recycle.

☒ **Yes, I choose to participate in the Sunshine Energy program from Florida Power & Light**

By signing below, I agree to enroll in Sunshine Energy from Florida Power & Light Company. I am 18 years or older and am authorized to make a change to this FPL account. I understand I will pay an additional amount of \$9.75 per month for renewable energy from cleaner generation sources of electricity like bioenergy, wind and solar.



FPL POWERING TODAY. EMPOWERING TOMORROW.™

sunshineenergy®

<FPL ID Number>

Name: [insert first name] [insert last name]

Address (not a PO Box):

City:

State:

Zip:

Home Phone:

Work Phone:

Email Address:

Signature: X

Date:

<Trading Center>

Brauner, Helen

From: Julie_Kreafle@fpl.com

Thursday, February 21, 2008 9:43 AM

To: Aboussie, Karen

Subject: RE: FOR REVIEW: Bill Envelope Backer Message For April

I agree and like your second recommendation. Thank you for the quick turnaround!

Julie A. Kreafle
Marketing Manager
Products & Services
Florida Power & Light Company
700 Universe Boulevard MC/IB
Juno Beach, FL 33408

Tel: 561 694 4936

Mobile: 561 602 2097

Fax: 561 694 6322

Email: julie_kreafle@FPL.com

"Aboussie, Karen" <Karen.Aboussie@GreenMountain.com>

"Aboussie, Karen"

<Karen.Aboussie@GreenMountain.com>

02/21/2008 10:41 AM

To: "Julie_Kreafle@fpl.com"

<Julie_Kreafle@fpl.com>

cc:

Subject: RE: FOR REVIEW: Bill Envelope Backer
Message For April

Looks OK to me, however, I think the copy looks a bit too long in the layout. If it is not too late, I would recommend shortening it to either of the following phrases:

Choose Sunshine Energy and help preserve the environment and our energy future.

OR

Choose Sunshine Energy and help preserve the environment for today and tomorrow.

Thoughts?

Karen Aboussie

Green Mountain Energy Company

512.691.6193 work

512.691.6151 fax

512.750.8934 mobile

From: Julie_Kreafle@fpl.com [mailto:Julie_Kreafle@fpl.com]

Sent: Thursday, February 21, 2008 9:03 AM

To: Aboussie, Karen

Cc: David_Bates@fpl.com; joh.holtz@greenmountain.com

9/15/2008

Subject: FOR REVIEW: Bill Envelope Backer Message For April

Hi Karen:

Please see the attached pdf below and let me know if you have any questions or comments.

Thank you.

Julie A. Kreaflle
Marketing Manager
Products & Services
Florida Power & Light Company
700 Universe Boulevard MC/JB
Juno Beach, FL 33408

Tel: 561 694 4936

Mobile: 561 602 2097

Fax: 561 694 6322

Email: julie_kreaflle@FPL.com

----- Forwarded by Julie Kreaflle/CC/FPL on 02/21/2008 10:01 AM -----

To: Julie Kreaflle/CC/FPL@FPL

cc: Karen McFarlane/CS/FPL@FPL

Diane Lee Subject: Re: Bill Envelope Backer Mes:
For April - Input Needed

02/21/2008

09:54 AM

Hi Julie, Please review and let me know if have any revisions. Thank you, Diane
(See attached file: *Sunshine April Bill Envelope.pdf*)

Julie Kreaflle

To: Diane Lee/CS/FPL@FPL

cc:

Julie Kreaflle Subject: Re: Bill Envelope Backer Message
For April - Input Needed

Sent by:

Julie

Kreaflle

02/20/2008

02:22 PM

Hi Diane:

Here you go. Please let me know if you have any comments/questions. Thank you.

Choose Sunshine Energy(R) and help preserve the environment and our energy future for today and tomorrow.

See inside or visit www.FPL.com to learn more

9/15/2008

Julie Kreaflle
 Marketing Manager
 Products & Services
 Florida Power & Light Company
 100 Universe Boulevard MC/JB
 Juno Beach, FL 33408

Tel: 561 694 4936
 Mobile: 561 602 2097
 Fax: 561 694 6322
 Email: julie_kreaflle@FPL.com
 Diane Lee

To: Julie Kreaflle/CC/FPL@FPL
 cc:

Diane Lee Subject: Re: Bill Envelope Backer Message
 For April - Input Needed

02/20/2008
 08:59 AM

Hi Julie, Any feedback yet? I need to get the artwork to the vendor early next week. Thank you, Diane
 Diane Lee

To: Julie Kreaflle/CC/FPL

Diane Lee cc: Karen McFarlane/CS/FPL@FPL
 Subject: Bill Envelope Backer Message For
 April - Input Needed

02/15/2008
 10:59 AM

Hi Julie,

Sunshine Energy is the topic for the bill backer message for April. I've attached the March envelope so you can see how much copy is needed and to give you an idea of what these typically look like. Do you like any of these copy ideas, or do you have something else in mind? Also, the envelopes go to all residential and business customers.

See attached file: *March Bill Envelope rev.pdf*

Choose Sunshine Energy and help preserve the environment and our future.
 Visit www.FPL.com to learn more

Share the Florida sunshine with Sunshine Energy
 Visit www.FPL.com to learn more

Help brighten our energy future with Sunshine Energy

2/15/2008

Visit www.FPL.com to learn more

For the graphic, I was thinking about using the Sunshine Energy logo. The art has to be an illustration and in a blue or gray color due to the printing process.

Please call me if you would like to discuss.

Thank you,

Diane

321-631-7692

P.S. I need to get the art to the printer by the end of the month.

Brauner, Helen

From: Holtz, John
Sent: Wednesday, September 17, 2008 9:48 AM
To: Brauner, Helen; Cutrer, Michelle
Subject: FW: FOR YOUR REVIEW: SE Winter eNewsletter
Attachments: Re FOR YOUR REVIEW SE Winter eNewsletter 1.4.08.htm

From: Julie_Kreafle@fpl.com [mailto:Julie_Kreafle@fpl.com]
Sent: Friday, January 04, 2008 3:26 PM
To: Holtz, John
Subject: Re: FOR YOUR REVIEW: SE Winter eNewsletter

Hi John:

Please see Robin's comments below. After her edits are made, I will forward on to Leo and Dennis and that will complete our approval process.

Thanks so much --

Julie A. Kreafle
Marketing Manager
Products & Services
Florida Power & Light Company
10000 Universal Boulevard MC/JB
Orlando, FL 32817

Tel: 561 694 4936
Mobile: 561 602 2097
Fax: 561 694 6322
Email: julie_kreafle@FPL.com
---- Forwarded by Julie Kreafle/CC/FPL on 01/04/2008 03:25 PM ----

Robin
Monserrat
To: Julie Kreafle/CC/FPL@FPL
cc: Kathleen McNamara/CS/FPL@FPL
Subject: Re: FOR YOUR REVIEW: SE Winter eNewsletter

01/04/2008
03:06 PM

Julie, two things. 1) There's a mistake in the line starting "Visit" that requires a little rewrite.

Make it a New Years' Resolution to Visit FPL's Online Energy Store

You can start the New Year right by going green and saving green.

Visit FPL's Online Energy Store offers a variety of energy efficient products to help conserve energy and save money on your electric bill. And of course, conserving energy protects our environment too.
2) I also have a concern about this line:



9/17/2008

Revenue from your purchases will go directly towards funding low income initiatives designed to help friends and neighbors in our communities.

This line suggests that ALL the revenue goes directly towards funding, etc. Shouldn't we say "a portion of the sales price of your purchases will go directly"?

* Julie Kreadle

Julie Kreadle
Sent by: Julie Kreadle
To: Robin Monserrat/CS/FPL@FPL
cc: Jim Joseph/CS/FPL@FPL, Kathleen McNamara/CS/FPL@FPL
Subject: FOR YOUR REVIEW: SE Winter eNewsletter

01/03/2008
04:52 PM

Robin:

We revised the newsletter with a new article on the Online Energy Store -- the article on LED Christmas lighting was changed out. We decided to send the newsletter in January due to the closeness to the holidays when it was finally approved.

JJ is aware and Kathleen has approved the new article. All other articles have been previously reviewed and approved.

Thank you.

Julie A. Kreadle
Marketing Manager
Products & Services
Florida Power & Light Company
700 Universe Boulevard MC/JB
Juno Beach, FL 33408

Tel: 561 694 4936
Mobile: 561 602 2097
Fax: 561 694 6322

Email: julie_kreadle@FPL.com

----- Forwarded by Julie Kreadle/CC/FPL on 01/03/2008 04:48 PM -----

"Holtz, John"
<john.holtz@greenmountain.com>
To: "Julie_Kreadle@fpl.com" <Julie_Kreadle@fpl.com>
cc:
Subject: FOR YOUR REVIEW: SE Winter eNewsletter

01/03/2008 03:57 PM

Hi Julie. The link below will take you to the revised and updated eNewsletter, for FPL review and final approval.

We are targeting next Friday, Jan. 11 to send the newsletter.

9/17/2008

<http://www.fplsunshineenergy.com/newsletter/winter2007/index.shtml>

Thanks, John

John Holtz

Director of Operations - East Region

Green Mountain Energy Company

FL/NJ/NY: 609-953-1647

Mobile: 609-280-7701

john.holtz@greenmountain.com

9/17/2008

