

# PRODUCT CONTENT LABEL

*Pure Power*<sup>1</sup>

Usage Product for Residential and Commercial Customers

ENERGY RESOURCES	Projected Power Mix <sup>2</sup>	Generation Location <sup>3</sup>
Eligible New <sup>4</sup> Renewable Resources	100%	IL, MO, Interconnected Midwest ISO power grid
Wind	75% or more	IL, MO, Interconnected Midwest ISO power grid
Other Eligible New Renewable (e.g. Biomass, Solar, small or low impact Hydroelectric <sup>5</sup> )	Up to 25%	IL, MO, Interconnected Midwest ISO power grid
TOTAL	100%	

These figures reflect the resource makeup of renewable energy certificates (RECs) that we have contracted to provide. For comparison, the current average mix of energy resources supplying the Midwest Independent System Operator (MISO) includes: Coal (54.61%), Nuclear (7.50%), Oil (7.53%), Natural Gas (23.55%), Hydroelectric (4.56%), and Other (1.35%).

- 1 This is a renewable energy certificate (REC) product. For every unit of renewable electricity generated, an equivalent amount of renewable energy certificates is produced. The purchase of renewable energy certificates supports renewable electricity generation, which helps offset conventional electricity generation in the region where the renewable generator is located.
- 2 **In 2008, Pure Power projects that the supply of the program will come from 75% Missouri Wind, 6% Missouri Landfill Gas, and 19% Iowa Wind.**
- 3 A minimum of 50% of the renewable generation facilities supported by *Pure Power* are located in Illinois and Missouri. The remaining renewable generation facilities will be located in the Midwest ISO power grid.
- 4 New Renewable Resources are generation facilities in operation on or after January 1, 1997.
- 5 Eligible hydroelectric facilities are defined in the Green-e Energy National Standard ([http://www.green-e.org/getcert\\_restan.shtml](http://www.green-e.org/getcert_restan.shtml)) and include facilities certified by the Low Impact Hydropower Institute (LIHI) ([www.lowimpacthydro.org](http://www.lowimpacthydro.org)); facilities that are run-of-the-river hydropower facilities with a total rated nameplate capacity equal to or less than 5 MW; and facilities comprised of a turbine in a pipeline or a turbine in an irrigation canal

For specific information about Pure Power, contact Ameren at 1-866-665-PURE (7873) or <http://www.ameren.com/PurePower>



Green-e Energy certifies that Pure Power meets the minimum environmental and consumer protection standards established by the non-profit Center for Resource Solutions. For more information on Green-e Energy certification requirements, call 1-888-63-GREEN or log on to [www.green-e.org](http://www.green-e.org).