



# P.U.R.E. Genius

⌘ People Using Renewable Energy

## Sign up for Pure Power to be P.U.R.E. Genius!

**What:** Pure Power is a voluntary renewable energy program for AmerenUE's Missouri electric customers. Through Pure Power, customers can support the development of wind power and other forms of renewable energy in Missouri and the Midwest.

When customers enroll in Pure Power, AmerenUE purchases Green-e Certified® renewable energy certificates (RECs) from new regional wind and other renewable energy facilities equivalent to Pure Power customer demand. Green-e certification guarantees that electricity from these renewable resources is delivered to the regional power pool, and only AmerenUE customer participants can claim the environmental benefits associated with that generation. Electricity produced by renewables helps offset the generation of electricity from other, non-renewable sources.

**Why:** Pure Power responds to our customers' growing interest in expanding the production of environmentally friendly renewable energy.

Pure Power makes it possible for customers to have a positive environmental impact in the region. The average residential customer who enrolls for a year will reduce carbon dioxide emissions by more than 22,000 pounds — the same carbon reduction provided by 2 acres of forest every year, or by taking 2 cars off the road each year.

**How:** Residential and Small Business customers can pick from two options to participate in the program. Customers who choose the 100% P.U.R.E. option will pay an additional 1.5 cents per kilowatt-hour (kWh) for the monthly electricity they use. Residential and Small Business customers who prefer the convenience of a fixed commitment can choose the P.U.R.E. Block option and purchase as many 1,000 kWh "blocks" as they'd like for \$15.00/block per month.

AmerenUE Medium and Large Business customers are able to participate only via the P.U.R.E. Block option. The local Pure Power team will work with these customers to develop the custom block proposal that best supports the organization's sustainability goals.

At least half of the Pure Power demand will be met by new renewable generators located within Missouri and Illinois. Seventy-five percent or more of customer demand will support wind farms, with the balance supporting other forms of renewable generation.

**When:** Right now customers can sign up now through the Pure Power Web site at [www.ameren.com/purepower](http://www.ameren.com/purepower). Pure Power charges will appear on your bill as a separate line item. Customers are also able to sign up by checking the Pure Power box on their bills or by calling customer service at 1-866-665-PURE (7873).

Pure Power is just the beginning of AmerenUE's commitment to renewable energy! Many more exciting renewable initiatives will be introduced in the coming months!

