

Quail Creek- Sample Marketing Materials

Complete the questionnaire below and mail in the enclosed, postage-paid envelope.

Name: _____
 Address: _____
 City: _____
 State: _____ ZIP: _____
 Telephone: _____
 Do you have internet access at home?
 Yes No
 E-mail address: _____

Energy Survey

Information about your home

- Approximate age of your home?
 _____ Years old **OR** _____ Year built
- Approximate size (heated area) of your home? _____ square feet
- How many people live in your home full-time? _____
- Do you have a detached facility at your home? *Check all that apply*
 Garage Pool house
 Storage facility Other _____

Information about your heating & cooling systems

- How many cooling system(s) do you have in your home?
 None One Two or more
 B. What is the approximate age in years of each?
 1 2-5 6-10
 11-15 16-20 20+
- Type of cooling system(s) in your home: *Check all that apply*
 Central cooling system with duct system
 Room/window unit air conditioners:
 How many? _____
- How many heating system(s) do you have in your home?
 None One Two or more
 B. What is the approximate age in years of each?
 1 2-5 6-10
 11-15 16-20 20+
 C. What is the primary fuel used by your heating system(s)? *Check all that apply*
 Electricity Natural gas
 Propane Oil
 Wood Other/don't know


- Type of heating system(s) in your home: *Check all that apply*
 Central furnace with duct system
 Central furnace with duct system and heat pump
 Baseboard
 Other/don't know

Information about water heating, kitchen & laundry systems

- How many water heaters do you have in your home?
 None One Two or more
 B. What is the approximate age in years of each?
 1 2-5 6-10
 11-15 16-20 20+
 C. What is the primary fuel used by your water heater? *Check all that apply*
 Electric Natural gas Other
- How many stand-alone freezers and refrigerator/freezers do you have in your home?
 Stand-alone freezers:
 None One Two or more
 Refrigerator/freezers (combination units):
 None One Two or more
 B. What is the approximate age in years of each?
 Stand-alone freezers:
 1 2-5 6-10
 11-15 16-20 20+
 Refrigerator/freezers (combination units):
 1 2-5 6-10
 11-15 16-20 20+
- How many cooktops and ovens do you have in your home?
 Cooktops:
 None One Two or more
 Ovens:
 None One Two or more
 B. What is the approximate age in years of each?
 Cooktops:
 1 2-5 6-10
 11-15 16-20 20+
 Ovens:
 1 2-5 6-10
 11-15 16-20 20+
 C. What is the primary fuel used for each? *Check all that apply*
 Cooktops:
 Electric Natural gas Other
 Ovens:
 Electric Natural gas Other
- How many clothes washers and dryers do you have in your home?
 Washers: None One Two or more
 Dryers: None One Two or more
 B. What is the approximate age in years of each?
 Washers: 1 2-5 6-10
 11-15 16-20 20+
 Dryers: 1 2-5 6-10
 11-15 16-20 20+

- C. What is the primary fuel used by each?
Check all that apply
 Washers: Electric Other
 Dryers: Electric Natural gas Other

Other energy usage information

- How many thermostats do you have in your home?
 One Two Three
- How many compact fluorescent bulbs are used in your home?
 None Few Half
 Most All Don't know 
- How many televisions are used on a regular basis? *Please provide quantity of each*
 Plasma___ DLP___ LCD___
 Projector___ Standard/CRT___
- Do you have any of the following at your home?
 Hot tub Hours per day pump runs: _____
 Pool Hours per day pump runs: _____
 Sauna
- Do you have any of the following comfort issues in your home? *Check all that apply*
 Cold drafts in winter
 Sweaty windows in winter
 Uneven temperatures between rooms
 Heating system will not keep home comfortable
 Cooling system will not keep home comfortable
 No comfort issues
- During summer, at what temperatures do you set your primary thermostat throughout the day?
 Morning: _____ degrees F
 Afternoon: _____ degrees F
 Evening: _____ degrees F
- During winter, at what temperatures do you set your primary thermostat throughout the day?
 Morning: _____ degrees F
 Afternoon: _____ degrees F
 Evening: _____ degrees F

Thank you for your time and interest in the OG&E SmartPower Project!

Answers to Your Questions About The OG&E Positive Energy SmartPower Project

Project Participants

What am I required to do as a participant in the SmartPower Project?

There are no requirements, although we would greatly appreciate your feedback. We will contact you several times throughout the project and ask you to provide your thoughts and recommendations about what is working for you and what OG&E can do to improve the program. Customer feedback is crucial to the success of the project.

Will I save money with SmartPower?

Probably. OG&E will provide you with pricing information via a touch-screen information panel in your home, personalized custom energy usage reports and conservation suggestions. The decision if and how to change your electricity consumption is completely up to you and your family.

Are there incentives for participating in the project?

Yes. The 30 to 50 customers with the touch-screen information panel and programmable thermostat in their home will receive \$250 if they participate for at least four months. They will also receive several tokens of our appreciation for their feedback and will have the ability to influence the direction of the energy industry in Oklahoma.

Will someone come out and inspect my house?

A thermostat technician will schedule an appointment with you at your convenience. Prior to the installation of any new equipment, the technician will ensure that your heating and cooling system(s) is compatible with the new touch-screen information panel and programmable thermostat.

What will be installed at my home?

At no cost to you, OG&E will install a “smart meter,” a table-top touch-screen information panel that receives and displays pricing information from your meter and a new programmable thermostat to replace your existing thermostat. If you have two thermostats, both of them will be replaced.

How does the new equipment work?

The new “smart meter” has the ability to send and receive information over OG&E’s secure wireless

network. The meter can also communicate wirelessly with the in-home touch-screen information panel to display OG&E “critical pricing,” your current electric consumption and transmit pricing information to the programmable thermostat. Working with the installation technician, you will determine how you want the thermostat to be programmed to respond throughout the day to various price signals and information. You will always have the option, at any time, to override the thermostat programming to turn on and off your heating and cooling system.

What if the new programmable thermostat is a different size than my old one?

All thermostats vary in size in one way or another. The installation technicians are certified installers and will work with you to make the new installation as visually pleasing as possible. If available, you may wish to have some matching paint available to touch-up small blemishes if necessary.

Can I have the thermostat installed anywhere in my house?

The new thermostat is designed to replace your existing thermostat and is dependent on the existing wiring from your heating and cooling equipment. Therefore, it will only work where your current thermostat is located.

What happens to my old thermostat(s)?

The thermostat technician will give your old thermostat(s) back to you.

Will the new equipment interfere with other electronics in my home?

The new equipment is designed to operate on specific radio frequencies and should not interfere with the electronics in the home.

Please explain this new Time-of-Use with Critical Price rate to me?

The new rate reflects both the variations in *cost* to generate electricity and the *availability* of electricity throughout the day. The new meter tracks both when and how much electricity is used. *For complete rate details, see enclosed Residential AMI Demonstration Rate Program Description.*

OVER

Will I be billed on this new rate?

No. You will be billed in the same manner that you are currently billed, based on OG&E's standard residential tariff. This standard tariff charges you for the use of electricity at a flat rate of approximately 8 cents/kilowatt hour. A separate information report will be sent to you each month this summer that will compare your bill with the new time-based pricing. If you are able to save money based on the new rate, you will be awarded the difference in cash during the month of October. If, for any reason, this report shows an increase due to the new rate structure, you will never be asked to pay an additional amount.

How does Critical Price work?

During summer, generally during the day when the temperature is the highest, the electric system experiences periods of time when customer's electric use reaches new highs. The electric industry refers to these highs as "peak demands." When these peaks approach or exceed the utilities ability to fill the demand with its own generation, they are referred to as a "critical peak." To meet the demand, the utility must purchase power from other generating companies, usually at a much higher price. The Critical Price reflects the higher cost of purchasing additional power. When the critical period passes, the price of electricity returns to its normal levels.

How will I be notified of a Critical Price?

If a Critical Price occurs, OG&E will send the information through a wireless network to your electric meter. Your meter will send the information to the new touch-screen information panel inside your home and the panel will communicate with your new thermostat. Based on your desired comfort level you may override the setting at any time.

Am I required to respond to the Critical Price notifications?

No. If you do not respond to a Critical Price notification, your heating and cooling system will operate based on the programming you selected during the initial setup. Again, you may override the setting at any time.

What if I'm not home during a Critical Price? Will OG&E respond for me?

No. The decision as to when and how you use electricity is entirely up to you. OG&E does not have any control over your equipment. The new equipment

that will be installed in your home is programmable. It allows you to make decisions in advance as to how you want the equipment to respond to the Critical Pricing information. However, the system will automatically adjust to your pre-configured settings even if you are not home.

Will OG&E have control of my power?

Absolutely not. Throughout the project, you will always retain the control over how, when, and how much electricity you use. OG&E is not asking you to give up any control, but rather is providing you with information and improved equipment so you can better control your usage in ways that best match your needs and life style.

What if I decide to drop out of the project?

If you determine that the project does not fit your needs, you may drop out at any time. However, your opinions and insights are important; therefore we would ask that you give careful consideration before doing so.

What happens if I move?

Your new touch-screen information panel and programmable thermostat will not be compatible in any other area. We ask that you notify us that you are moving, and we will discuss options and alternatives with you.

Whom do I call for questions or if I have problems?

OG&E has arranged for a special 24/7 service-call center to address your questions and, whenever possible, resolve problems over the telephone. The installation technician will provide you with the special service-call telephone number. If the call center is unable to resolve your problem over the telephone, arrangements will be made for a service technician to come to your home.

**Empowering you to make
energy choices that fit your lifestyle**



Answers to Your Questions About The OG&E Positive Energy SmartPower Project



Who is sponsoring the Positive Energy SmartPower Project?

OG&E Electric Services is sponsoring the project. We are working closely with Silver Spring Networks, GE and Honeywell to implement an advanced, secure, wireless network that forms a Smart Grid to link smart meters together and provide in-home devices needed to implement the project.

What is the SmartPower Project?

The project consists of two parts:

1. OG&E will install approximately 6,000 “smart meters” in two areas of northwest Oklahoma City, which will allow OG&E to remotely read customers’ meters, connect and disconnect service and know immediately if a customer has experienced a power outage.
2. At no costs to customers, OG&E will also install touch-screen information panels and programmable thermostats in approximately 30 to 50 homes and apartments. The devices allow customers to take advantage of time-based electricity rates and get a better understanding of how and when they are consuming electricity.

How were the 30 to 50 participants selected?

Participants were selected based on their proximity to OG&E’s wireless network, the compatibility of the heat and air system in their home, the compatibility of the new programmable thermostat, and their interest and willingness to help OG&E develop this new and exciting system.

How does SmartPower work?

OG&E’s SmartPower uses a secure wireless network to provide two-way, real-time communication with the “smart meters” installed outside the homes and the programmable thermostats and touch-screen information panels, both located inside the homes.

Where will the SmartPower Project take place?

There are three areas in northwest Oklahoma City:

- Zones 1 and 2: Apartment complexes and a few small commercial buildings will receive smart meters only.
- Zone 3: Quail Creek homes and apartments will receive smart meters, programmable thermostats and touch-screen information panels.

Why did OG&E select the northwest Oklahoma City area?

There is a concentration of a variety of residents in that area, and OG&E makes approximately

10,000 services calls there each year. Also, the density of apartment complexes coupled with the high number of move-ins and move-outs provides the opportunity to fully test the capabilities of the network.

How long will the project last?

The length of the project is indefinite. We anticipate collecting customer feedback for at least one year.

Is OG&E the first utility to offer this technology?

Yes and no. Several utilities have or are implementing “smart grid” technologies. However, the term “smart grid” is very loosely used across the industry and may be applied to a wide-range of technologies. The smart meters that OG&E will implement are being used by several utilities. OG&E is excited to be the first utility to install the smart home devices including the in-home programmable thermostats and touch-screen information panels.

Will SmartPower be offered to all OG&E customers?

OG&E is first running the project to get feedback and input from the initial participants. Based on the feedback, OG&E will determine the most cost-efficient way to deploy the SmartPower Project across its service territory. The long-term benefits and cost-savings will outweigh the initial costs.

Why is OG&E implementing the project?

Energy prices continue to rise and although OG&E has some of the lowest rates in the country, prices will rise for our customers. The costs associated with meeting increasing electric generation requirements, increasing generation fuel costs, the need for new electric transmission and the costs to improve the environmental impact both OG&E and its customers. Relatively low energy costs and a healthy environment are key factors to the economic growth and health of our communities. Oklahoma and OG&E depend on this growth to sustain their long-term growth. Smart Grid technology allows OG&E to better manage the rates of energy cost increases in several key ways including:

- Control of OG&E’s operating costs
- Reduce the need for new generating facilities
- Allow customers to choose, low-cost energy, high-cost energy, or “green” energy through dynamic pricing.

**Empowering you to make energy
choices that fit your lifestyle**



**2010 Smart Study
TOGETHER- Sample
Marketing Materials**



WITH ALL YOUR POWER



WHAT WOULD YOU DO?

“I’d introduce OG&E Norman customers to smart grid technology.”

With the **Positive Energy® Smart Grid** program, OG&E is partnering with Norman customers to improve energy efficiency for decades to come. Soon, “smart meters” will replace your existing electric meters, allowing remote meter reads and connection and disconnection. We’ll also be alerted of outages, automatically, which will help shorten response times.

Even better, this advanced technology will reduce the need to send OG&E trucks, saving fuel, reducing emissions, lowering operating costs and keeping our rates among the lowest in the country. Other smart grid components in Norman will further improve power quality and reliability.

But right now, Norman customers have a unique opportunity. They can find out if having energy use and cost information delivered to their homes or businesses, via the smart grid, can help them make more informed choices — to better manage their power and bills. Learn more about the study at oge.com/smartstudytogether.

Working together, we can manage our power more efficiently — deferring the need for costly new power plants, while meeting the growing demand for energy and environmental stewardship. Together, with the smart grid, we have the power.

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PETER DELANEY
CHAIRMAN, CEO & PRESIDENT,
OG&E ENERGY CORP.





WITH ALL YOUR POWER



WHAT WOULD YOU DO?

Why not partner with OG&E, and maybe save some bucks? It's free and there's no risk.

Norman: OG&E needs your help. In addition to installing smart grid technology citywide, we're partnering with about 3,000 of our Norman business and residential customers on the **Smart Study TOGETHER™**. This study is important in understanding how customers like you can help America use energy more wisely. Openings for the study are limited, so we invite you to sign up today. You must be an OG&E customer to participate. Here are the study facts:

- During the study, from June-September, the smart grid can deliver **your energy use and cost information** inside your home.
- You can then decide if you find the information helpful — and whether to use it and save on your energy bill. This is especially important during times when the demand for electricity is at its peak and most costly, like during Oklahoma summer weekdays.
- At the end of the June-September study, if you spend more on electricity than you would have using the standard price, we will credit your bill the full difference.

Enroll Today

Go online at oge.com/smartstudytogether or call toll-free 877-898-3834 to see if you are eligible for the study. Participation is limited and free. But hurry. **Sign-up ends Friday, May 28!**

Thank you.

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[OGE.COM](http://oge.com)



¿QUÉ HARÍAS CON  TODO TU PODER?

¿Por que no asociarte con OG&E, y talvez ahorrar un poco de dinero?
Es gratis y no hay ningún riesgo.

Norman: OG&E necesita tu ayuda. Además de instalar tecnología de Red Inteligente por toda la ciudad, nos estamos asociando con 3,000 clientes tanto residenciales como comerciales para el estudio **Smart Study TOGETHER™**. Este estudio es importante para entender cómo clientes como tú, pueden ayudar a los Estados Unidos a utilizar la energía de manera más inteligente. Las plazas para el estudio son limitadas por lo que te invitamos a inscribirte hoy mismo. Debes ser un cliente de OG&E para poder participar. Estos son los detalles del estudio:

- Durante el estudio de junio a septiembre, la red inteligente podrá enviarte información sobre el uso y costo de energía a tu hogar.
- Luego, podrás decidir si encuentras esta información útil — y ya sea usarla y ahorrar en tu factura de luz. Esto es importante especialmente durante el tiempo en que la alta demanda de electricidad llega a su pico y es más costosa, por ejemplo: los días de verano de Oklahoma.
- Al final del estudio de Junio a Septiembre, si has gastado más en electricidad de lo que usualmente usas con los precios normales, te acreditaremos la diferencia a tu factura.

Inscríbete Hoy

Visítanos en oge.com/smartstudytogether o llama gratis al 877-898-3834 para ver si eres elegible para el estudio. La participación es libre y gratuita. Apresúrate. **¡Las inscripciones terminan el 28 de Mayo!**

Gracias.

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WITH ALL YOUR POWER



WHAT WOULD YOU DO?

“To reduce my energy bill, for a healthier bottom line, I joined the smart study.”

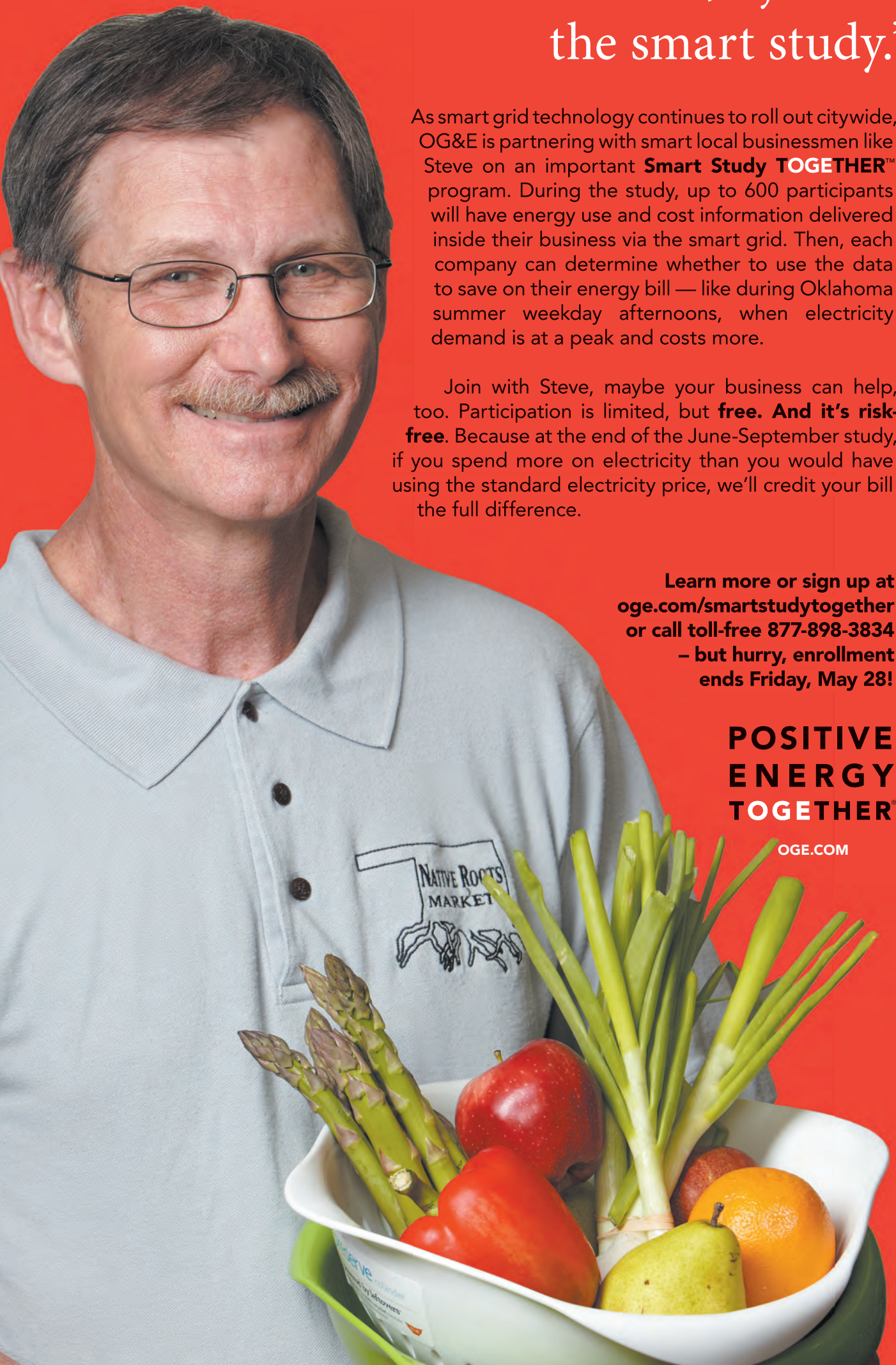
As smart grid technology continues to roll out citywide, OG&E is partnering with smart local businessmen like Steve on an important **Smart Study TOGETHER™** program. During the study, up to 600 participants will have energy use and cost information delivered inside their business via the smart grid. Then, each company can determine whether to use the data to save on their energy bill — like during Oklahoma summer weekday afternoons, when electricity demand is at a peak and costs more.

Join with Steve, maybe your business can help, too. Participation is limited, but **free. And it's risk-free.** Because at the end of the June-September study, if you spend more on electricity than you would have using the standard electricity price, we'll credit your bill the full difference.

Learn more or sign up at
oge.com/smartstudytogether
or call toll-free 877-898-3834
– but hurry, enrollment
ends Friday, May 28!

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STEVE KAPLAN
OWNER, NATIVE ROOTS MARKET
OG&E CUSTOMER



WITH ALL YOUR POWER  WHAT WOULD YOU DO?

“I’d sign up to try out new technology, and maybe save a few bucks.”

Students and faculty living in Norman this summer: OG&E needs your help. While installing smart grid technology citywide, we’re also partnering with about 3,000 OG&E Norman customers on the **Smart Study TOGETHER™**. During the study, you’d be on a time-of-use pricing plan and the smart grid will deliver your energy use and cost information inside your home on new technology or via the Web. Then, you can determine if the information is helpful, and whether to use it and save on your energy bill. This is especially important when electricity demand is at a peak and costs more — during Oklahoma summer weekdays, for instance.

Your participation in this study is important to understanding how customers like you can help America use energy more wisely. Participation is limited, but **free. And it’s risk-free.** Because at the end of the June-September study, if you spend more on electricity than you would have using the standard price, we’ll credit your bill the full difference.

**Learn more or sign up at
oge.com/smartstudytogether
or call toll-free 877-898-3834
— but hurry, sign-up ends
Friday, May 28!**

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ASHLEY
OU STUDENT,
OG&E CUSTOMER

**2011 Smart Study
TOGETHER - Sample
Marketing Materials**



Let's change the way America uses energy.

Right now, you can sign up for one of the most important energy initiatives in our nation's history: The Smart Study TOGETHER™ program.

Through the smart grid, OG&E can now supply you with valuable information to help you manage your electricity more efficiently. The choices you make to use energy this summer could not only save you money during Smart Study TOGETHER, but will provide information to help change the way our state and our country manage energy resources. In short, your involvement is rewarding all of us with a brighter energy future.

Pitch in – as part of the Smart Study TOGETHER™ program.

JOIN IN! BE PART OF THE SMART STUDY.



OG&E is in partnership with you, our customer, to use electricity more efficiently. Smart technology will help us on the grid and bring information about your energy use and cost into your home and business. **See if you qualify for the Smart Study TOGETHER program at OGE.com/SmartStudyTogether or call toll-free 877-898-3834. Hurry! Enrollment ends April 18, 2011.**

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WITH ALL YOUR POWER  WHAT WOULD YOU DO?



POSITIVE ENERGY SMART STUDY TOGETHER™

**LET'S WORK TOGETHER, TO
USE ENERGY MORE WISELY.**

OG&E®

OG&E®



Because saving money and energy begins with you.

What's in Smart Study TOGETHER for you, your family or your business?

Evaluate new pricing plans:

During the study from June-September 2011, you'll test a new price plan. However, you won't pay more than you would on the standard price plan for the electricity you use – in fact, you could pay less.

During last summer's program, nine out of 10 customers saved on their study price plan. So enroll today and see how you do. The study's free, and risk-free.

Test new technology:

Be one of the first in the country to try new energy-management tools – which deliver your personal energy information into your home or business any time of day or day of the month. It's technology that makes it easier for you to better manage your electricity use and costs.

Change our energy future:

The choices you make will help determine how our nation uses energy for many years to come. Your participation also could help postpone new

power plant construction until 2020, helping the environment while saving money for all of us. You can help lead the way.

Give us a call or log on:

See if you are eligible to join in Smart Study TOGETHER. Please have your OG&E account number ready and enroll today.

**SMART
STUDY
TOGETHER™**



Promo Code: TBD

To learn more or sign up, visit OGE.com/SmartStudyTogether or call 877-898-3834 (7 a.m. to 6 p.m.). You will need your OG&E account number. Enrollment ends April 18, 2011.



Cambiamos la forma de usar de energía en los Estados Unidos.

Ahora, puedes inscribirte para una de las iniciativas energéticas más importante en décadas: El programa Smart Study TOGETHER™.

A través de la red inteligente, OG&E puede proveerte valiosa información para que administres tu energía de manera más eficiente. Las decisiones respecto al uso de energía que tomes durante el estudio Smart Study TOGETHER este verano, no solo te ahorrarán dinero, sino que proveerá información que ayuda a nuestro estado y nuestro país a cambiar la forma en la que utilizan nuestros recursos energéticos. En resumen, tu participación nos premia a todos con un futuro energético mejor iluminado.

Pon de tu parte y sé parte del estudio Smart Study TOGETHER™.

INSCRÍBETE! SÉ PARTE DEL ESTUDIO SMART STUDY.



OG&E está en sociedad contigo, nuestro cliente, para usar electricidad eficientemente. La tecnología de red inteligente (smart grid) nos ayudará a enviar información acerca del uso y costos de energía a tu hogar o negocio. **Ten tu número de cuenta de OG&E a la mano (tomar nota, negocios con varias cuentas deberán registrar cada una por separado), luego contáctanos para ver si calificas para el programa: Smart Study TOGETHER en OGE.com/SmartStudyTogether llama gratis al 877-898-3834. Apresúrate! Inscripciones terminan 18 de abril, 2011.**

**ENERGÍA
POSITIVA
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¿QUÉ HARÍAS CON  TODO TU PODER?



ESTUDIO DE ENERGÍA POSITIVA:

SMART STUDY TOGETHER™

TRABAJEMOS JUNTOS, PARA USAR ENERGÍA DE MANERA MAS INTELIGENTE.

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Mixed Sources

Product group from well-managed forests and other controlled sources
www.fsc.org Cert no. SCS-COC-00867
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OG&E®



Porque el ahorro de dinero y energía comienza contigo.

¿Qué hay en el estudio Smart Study TOGETHER para ti, tu familia o tu negocio?

Evaluar un nuevo plan de precios:

Durante el estudio de junio a septiembre de 2011, vas a probar un nuevo plan de precios. Sin embargo, no pagarás más de lo que pagarías con el plan de precio estándar de electricidad que uses, es más, podrías pagar menos. Durante el último programa de verano, nueve de diez clientes ahorraron con el estudio de plan de precios. Inscríbete hoy mismo y ve como te va, el estudio es gratuito y sin ningún riesgo.

Probar tecnología nueva:

Sé uno de los primeros en el país en probar nuevas herramientas para el manejo de la energía—que envía tu información energética personal a tu hogar o tu negocio a cualquier hora, cualquier día del mes. Es la tecnología que te hace más fácil el manejo de tu energía eléctrica y su costo.

Cambia nuestro futuro energético:

Las decisiones que tomes ayudarán a determinar cómo nuestro país usará la energía en los próximos años.

Tu participación también podrá ayudar a posponer la construcción de nuevas plantas de energía hasta el año 2020, ayudando a nuestro medio ambiente mientras todos ahorramos dinero, tu puedes ayudar a encabezar el proyecto.

Llámanos o ingresa en línea:

Averigua si eres elegible para el estudio Smart Study TOGETHER. Ten tu número de cuenta de O&E a la mano e inscríbete hoy mismo.

**SMART
STUDY
TOGETHER™**



Para más información o inscripción, visita OGE.com/SmartStudyTogether o llama al 877-898-3834 (7 a.m. a 6 p.m.). Inscripciones terminan 18 de abril, 2011.

WITH ALL YOUR POWER



WHAT WOULD YOU DO?



“I’d continue on the Smart Study to help change the way America uses energy—and to help me save money.”

VIRGINIA

OG&E SMART GRID CUSTOMER

**POSITIVE
ENERGY
TOGETHER®**

GET INVOLVED, MAKE A BRIGHTER ENERGY FUTURE FOR EVERYONE.

During this study, participating customers get detailed information on their electricity use and cost, delivered via smart technology to their homes and businesses. Knowing the details throughout the month can help you use energy more wisely. Plus, if you qualify, you’ll be on a special price plan that can save you money. During last summer’s study, nine out of 10 eligible customers—like Virginia—**saved on their bills**. And if you spend more on electricity used during the study (June-September 2011) than you would have on the standard plan, we’ll credit you the full difference. **So it’s free, and risk-free.** Be one of the first in the nation to take control of your energy future.

If a new smart meter was installed in your home by June 2010, you may qualify for our **Smart Study TOGETHER™** program. Sign up at oge.com/smartstudytogether or call toll-free **877-898-3834** – but hurry, enrollment ends **April 18, 2011!**

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WITH ALL YOUR POWER



WHAT WOULD YOU DO?

Dear OG&E customer,

As one of the first to get a smart meter in Oklahoma, you can sign up for one of the most important energy initiatives in decades. As more Oklahomans connect to the smart grid, excitement grows – and so does participation in our Smart Study TOGETHER™ program.

What's in it for you?

Evaluate a new pricing plan: During the study from June-September this year, you'll test a new price plan. However, you won't pay more than you would on the standard price plan for the electricity you use – in fact, you could pay less, like nine out of 10 Oklahomans did last summer during their participation in the first year of the study.

Test new technology: Be one of the first in the country to try new energy-management tools – which deliver your personal energy information into your home or business any time of day or day of the month. It's technology that makes it easier for you to better manage your electricity use and costs.

Change America's energy future: The choices you make will help determine how our nation uses energy for many years to come. Your participation also could help postpone new power plant construction until 2020, helping the environment while saving money for all of us. You can help lead the way.

Log on or give us a call: See if you qualify to join in Smart Study TOGETHER. Have your OG&E account number ready – and please note, businesses with multiple accounts will need to register each separately. Then enroll today at OGE.com/SmartStudyTogether. Or call us at **877-898-3834** (7 a.m. to 6 p.m.).

Sincerely,

Your OG&E Customer Programs Team

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SIGN UP NOW

To learn more or to enroll, visit OGE.com/SmartStudyTogether or call **877-898-3834** (7 a.m. to 6 p.m.). Please have your OG&E account number ready.