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Pure Power AmerenUE's Voluntary Renewable Energy Program

Supporting local renewable energy just got easier.




Pure Power is P.U.R.E.* Genius! You can now sign up for only \$15 per month!
*People Using Renewable Energy Sign up online.



**Just in time for
holiday shopping,
The Gift that's Pure
Genius!**



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- [AmerenUE's Pure Power Program Named "Most Successful" New Green Power Program](#)

Pure Power is a Green-e Energy Certified® program.



UE Exhibit No. 69
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How Does Pure Power Work?

When you enroll in Pure Power, AmerenUE purchases renewable energy credits (RECs) equal to your Pure Power participation level. The purchase of RECs supports wind and other renewable resources right here in the Midwest.

There are two options for AmerenUE Residential and Small Business customers (2M Rate). However, commercial and industrial customers (3M Rate) have only the Block option.

- **100% P.U.R.E.:** You can sign up for Pure Power for an additional penny and a half (\$0.015) per kilowatt-hour on your monthly bill. For the average residential customer who uses 1,000 kWh per month, the monthly cost will be only \$15.00—about the cost of a pizza! Your monthly Pure Power premium will fluctuate to cover your entire home's energy usage.
- **P.U.R.E. Blocks:** If you want your Pure Power premium to remain the same each month, choose the Block option. You can purchase as many blocks as they want each month.

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What is a REC?

Renewable energy certificates (RECs), also known as "green tags," are proof that 1 megawatt (MW) of renewable energy was generated and delivered to the regional power pool, and they represent the environmental attributes of the power produced from renewable energy projects. RECs are sold separately from the electricity commodity.

For every unit of renewable energy generated and delivered to the regional power pool, an equivalent amount of renewable energy certificates (RECs) are created representing a tracking mechanism to insure that no two customers pay for the same unit of renewable energy generation. When you sign up for Pure Power, AmerenUE contracts for RECs to match the equivalent of your ongoing electrical needs or the number of Pure Power blocks you elect to purchase. Thus, the more RECs that are sold, the more demand is created for renewable power. As renewable facilities sell out their RECs, demand shifts to bring more renewable energy sources online.

