

Ameren's Response to
OPC Data Request
MPSC Case No. ER-208-0318
AmerenUE's Tariff Filing to Increase Rate for Electrical Service
Provided to Customers in the Company's Missouri Service Area

Requested From: Lewis Mills

Data Request No. OPC 7006

Please verify that AmerenUE sent a welcome letter to participants in Pure Power that contained the following text: Pure Power that contained the following text:

[pure power logo]

[number]

Dear [customer name],

Welcome to Pure Power! Your support of clean, local, renewable energy means a better world for all of us. Your choice makes a difference!

Supporting energy generated from renewable sources;

- " improves air quality
- " protects our natural resources
- " encourages more renewable energy development.

And all of that is good for the environment, good for you and good for the local economy!

Your decision to pay a charge of 1.5 cents per kilowatt-hour (kwh) above your standard electricity rate:

- " allows AmerenUE to purchase the energy you consume each month from an emission-free wind generation facility right here in Missouri
- " prevents an average of 19,500 pounds of carbon dioxide and other harmful emissions from entering the atmosphere each year
- " is the same carbon reduction provided by 7 acres of forest or not driving your car for 2 years.

The bottom line: You are helping to lead our country toward a more sustainable future!

Enclosed you will find a profile of the local renewable facilities you are directly supporting, as well as a Pure Power window decal to thank you for your support and help us increase awareness of Pure Power. You'll be seeing more of these decals around town as local businesses and your friends and neighbors become Pure Power supporters!

You can continue to show your support of Pure Power by simply telling a friend about the

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program, or requesting a presentation for your community group, school, church, or business. For more information, please email Cindy Bambini at cbambini@3degreesinc.com.

Your participation in Pure Power is completely voluntary. Please call 1-866-665-PURE (7873) for more information or visit our website at www.ameren.com/purepower.

Thank you again for making a positive contribution to a cleaner environment!

Sincerely,
[signature of Richard Mark]
Richard Mark
Senior Vice President Energy Delivery
AmerenUE

Response:

This letter was used from November, 2007 through May, 2008.

Prepared By: William Barbieri
Title: Manager, Renewables
Date: November 13, 2008