

YOU Made a Big Impact in 2011

FILED

MAR 26 2013

Missouri Public
Service Commission

Dear <customer name>,

Thank you for supporting renewable energy through Ameren Missouri Pure Power! This letter shows the impact your household made in 2011 by participating in our program.

YOU MADE A DIFFERENCE EVERY DAY



You prevented the release of

XX pounds

of carbon dioxide emissions each day;
that's a total of x,xxx pounds in 2011!*

YOU SUPPORTED RENEWABLE ENERGY



Your participation ensured that

XX,XXX

kilowatt-hours (kWh) of renewable
energy were delivered to the power grid

YOU MADE A POSITIVE IMPACT ON THE ENVIRONMENT



Your participation in 2011 had a similar
carbon emissions impact as planting

XX

tree seedlings*

Thanks to you, we look forward to Ameren Missouri
Pure Power's continued success in 2012!

Bill Barbieri

Bill Barbieri
Manager, Renewables

Staff Exhibit No. 3
Date 3-12-13 Reporter KF
File No. EC-2013-0307

f Facebook.com/MyPurePower | @MyPurePower | AmerenMissouri.com/PurePower

* To learn more about these environmental equivalencies, please visit <http://epa.gov/greenpower/pubs/calculator.htm>



Staff Exhibit No. 3