

# Renewable Energy Credits (RECs) enable businesses and consumers to support clean, renewable energy.

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Green-e Energy  
CERTIFIED

Missouri Public Service Commission

“ Incorporating energy conservation through the use of green technologies in our electrical systems design is one of our core values at Bell. When we got the chance to invest in renewable energy, like wind power, via the Ameren Missouri Pure Power program, we jumped on it. It is one way we can make an important contribution to reducing our overall impact on the environment. ”

Michael Wiese  
VP Systems Group Operations  
Bell Electrical Contractors, Inc.

## RECs MAKE A DIFFERENCE

- The sale of RECs improves renewable energy project economics, helping recover the cost of generating green power.
- REC sales signal market demand for renewable energy.

## RECs ARE GOOD FOR YOUR BOTTOM LINE

- Enhance your brand reputation — add to your sustainability story by supporting green energy.
- Improve consumer loyalty — many consumers prefer to be associated with brands they perceive to support their environmental ideals.
- Demonstrate your company's values to employees.

## WHY PURE POWER?

- **Buy Local** — Pure Power supports local renewable energy sources, so the clean air benefits stay in Missouri and the Midwest. Plus, supporting local wind farms boosts the economy and creates jobs in the state.
- **Highest Quality Products & Services** — Ameren Missouri Pure Power provides Green-e® Energy Certified RECs. Green-e Energy ensures that RECs offer incremental environmental benefits and are not double counted.
- **Award-Winning** — Ameren Missouri Pure Power is the 2008 U.S. Department of Energy New Green Power Program of the Year!

## HOW DOES IT WORK?

Ameren Missouri Pure Power RECs make it easy for you to support clean, renewable energy produced in Missouri and the Midwest.

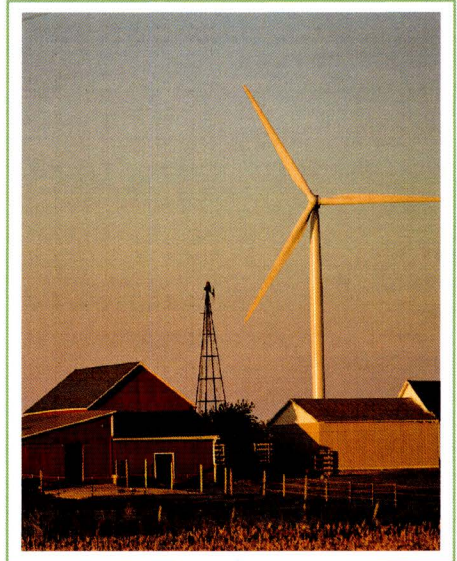
- A REC represents one megawatt-hour (MWH) of renewable electricity generated & delivered to the power grid.
- RECs represent the environmental benefits of clean power.
- RECs also insure that only one customer claims the environmental benefit associated with that renewable energy.
- Purchasing RECs gives renewable facilities the money necessary to compete with traditional fuel sources. RECs support new infrastructure needed to supply more clean and environmentally friendly power to Missouri.

Staff Exhibit No. 4  
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Pure Power is managed by 3Degrees.  
U.S. Department of Energy 2008 Renewable Marketer of the year.

FOR MORE INFORMATION

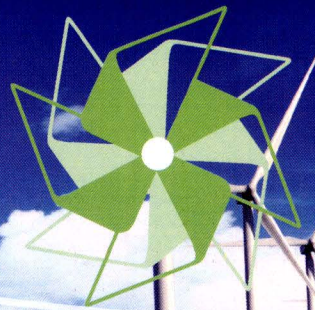


Staff Exhibit No. 4

Visit [AmerenMissouri.com/PurePower](http://AmerenMissouri.com/PurePower) or call 1.866.665.7873.

via email: Debra Pottinger, Manager Business Development: [debrap@3degreesinc.com](mailto:debrap@3degreesinc.com)

Participation in this program does not constitute the purchase of energy. Renewable Energy Credits, which represent the environmental attributes associated with past renewable energy generation, are retired on behalf of program participants. All Renewable Energy Credits purchased under this program are Green-e certified by the independent Center for Resource Solutions.



# SUPPORT RENEWABLE ENERGY

