

Consumers Energy

Count on Us

green generationSM


—●●●— Renewable Energy program

**For
Consumers Energy Electric Customers**

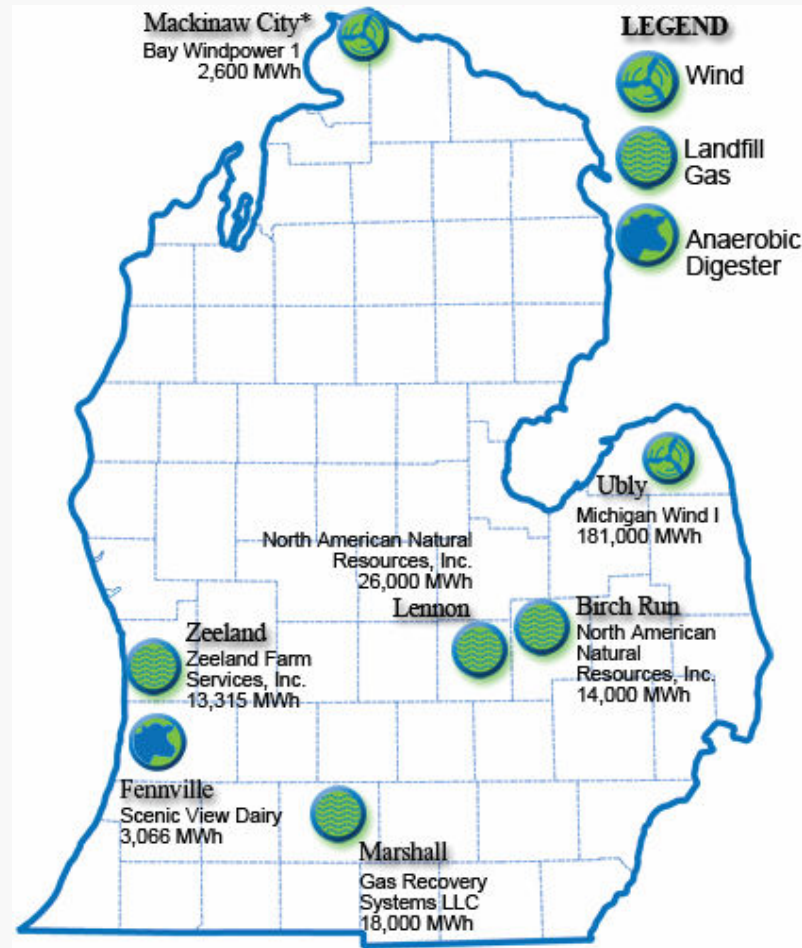
Program Background

- Green Generation
 - Voluntary Renewable Energy Program
 - An expansion from CE Green Power Pilot Program (2001-2005)
 - Fully subscribed (about 500 customers)
 - MPSC asked us to propose new program when pilot ended
 - Enrollment as of March 2009 is almost 13,000 customers

Program Facts

- Launched in October 2005
- Approximately 253,000 megawatt hours annually
- Total of 7 renewable energy supply locations (2 wind, 5 biomass)
- Supply is 100% renewable energy:
 - **75% wind**
 - **25% biomass**
- All program supply is MI based
-  **Energy** certified
 - Nationally recognized symbol
 - Nation's leading independent certification and verification program for renewable energy products

Green Generation Renewable Supply



Participation Terms

- Voluntary pricing option for CE electric or combination customers
- Participation costs are in addition to normal monthly electric charges
- Must commit to one (1) year minimum

Participation Options

- Three (3) participation options:
 - GreenBlocks: purchase as many single green blocks for \$2.50 each per month (each block represents 150 kilowatt-hours)
 - GreenTeam: match 100% of monthly use (at an additional 1.667 cents per kilowatt-hour)
 - GreenBusiness: Purchase 100 or > individual blocks/qualify for discounted price (\$2.00/block)

Michigan Wind 1 Farm

- Completed in December 2008
 - Owned by John Deere Wind, LLC
 - Located in Ubly, MI
 - 46 – 1.5 MW turbines
 - 69 MW and 181,000 Mwths per year
- Largest wind farm in Michigan

Green Generation Partners

- **City of Grand Rapids**
 - Contracted for purchase of 16,667 Mwh per year
 - City is 20% renewable
 - Potential for LEED certification with Green Generation
- **Dow Corning Corporation**
 - Contracted for purchase of 14,000 Mwh per year
 - Ties in with company's solar manufacturing initiatives

Key Enrollment Benefits

- Achieve corporate renewable goals
- Marketing and Public Relations
 - Marketing to customers and business partners
 - Corporate PR initiatives
- LEED Certification
 - 35% renewable = 1 LEED point
- All energy for the program is produced right here in Michigan
- *green generation* is Green-e  Energy **certified**
 - Ensures program meets strict standards

Key Enrollment Benefits, con't

- Business can market RE efforts with small purchase
- Co – marketing opportunities
- Customer Value Management
 - You can *generate* value for your business by going *green*

Renewable Portfolio Standard (RPS)

- **Mandatory renewable energy benchmark legislated at a state level**
 - 30 states currently have an RPS
 - State of Michigan passed RPS legislation in October 2008
 - Consumers Energy must reach 10% renewable goal by 2015
- **Mandatory vs Voluntary**
 - Mandatory charges are for capital costs to build and maintain wind parks. Also used for future purchases of renewables.
 - Voluntary charges are for current purchases of renewable energy from suppliers. Above and beyond mandatory commitment

How to enroll

- Log onto



www.greengeneration.com

- Or call



(800) 241-3368