



## New Jersey Board of Public Utilities

### PRESS RELEASE

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### **NJ LAUNCHES STATEWIDE 'CLEAN POWER CHOICE PROGRAM'**

*Voluntary Program Will Provide Customers the Option of Selecting Clean Energy;  
Enrollment Form Included In October Utility Bill*

(NEWARK) -- The New Jersey Board of Public Utilities (NJBPU) today officially announced the launch of the New Jersey Clean Power Choice Program – a voluntary program that will give retail customers the option of selecting “clean energy” through a sign-up option on their utility bills. The program will begin on October 1<sup>st</sup> in PSE&G and JCP&L territories and expand to Atlantic City Electric and Orange & Rockland utilities in April 2006.

“The Clean Power Choice Program is a significant step towards a brighter energy future in New Jersey,” said Acting Governor Richard J. Codey, who also recently designated October as “Clean Energy Month” in New Jersey. “Given the state of today’s natural gas market, an emphasis on clean energy initiatives and energy efficient solutions is more important than ever and giving Garden State ratepayers the option of helping to support clean power alternatives is a valuable and worthwhile initiative.”

Under the statewide program, electric customers who wish to pay a slight premium to encourage the development and expansion of renewable energy sources – like wind and solar – will be able to subscribe to the program and select from multiple clean power products and marketers, without having to switch their supplier. The average additional cost for customers will be between \$7.00 and \$20.00 per month, depending on the product chosen and the amount of electricity a homeowner uses. Each choice offers a slightly different mix of renewable energy resources such as solar, wind, low-impact hydro or landfill gas.

“One solution to the volatility of natural gas and oil prices is the proactive investment in renewable energy generation,” said NJBPU President Jeanne M. Fox. “Most responses to rising natural gas prices have focused on increasing the natural gas supply. What has been almost entirely neglected is the role that wind, solar, and other renewable energy resources can play in reducing the demand for and price of natural gas. The Clean Power Choice Program is an exciting new program that allows consumers to decide which energy sources are right for them.”

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The New Jersey Clean Power Choice Program is the first statewide program of its kind where multiple utilities and clean power marketers will participate in a joint effort with the state to give consumers access to the regional market for renewable energy. Participating electric distribution companies include: PSEG; JCP&L; Atlantic City Electric and Orange & Rockland while clean power suppliers include: Green Mountain Energy; Community Energy; Sterling Planet; and Jersey-Atlantic Wind, LLC.

“Customers who sign-up for the Clean Power Choice Program will still receive the same reliable service from their current local utility,” said President Fox. “Nothing needs to be installed and customers will continue to receive one bill from their utility. The only thing that will change is that more renewable energy sources will be used to meet New Jersey’s needs.”

There are two ways to sign-up for the Clean Power Choice Program:

- Look for a special enrollment form in your October electric utility bill. Make your choice from the selection of four Clean Power Suppliers, fill out all required information and fold, seal, and drop in the mail. Postage is prepaid.
- Visit [www.njcleanpower.com](http://www.njcleanpower.com) for a list of CleanPower Marketers and available products and sign-up by visiting their websites or contacting them directly.

The NJBPU's Office of Clean Energy will oversee and administer the program and ensure that relevant New Jersey consumer protection rules and procedures are followed.

The Clean Power Choice Program is another example of how New Jersey is a national leader in adopting forward-looking clean energy policies and programs. Through New Jersey’s Clean Energy Program – a statewide program designed to help customers save energy, money and help protect the environment by installing clean, efficient energy resources – more than 750 homeowners, businesses, schools and municipalities have installed renewable energy technologies, including solar electricity systems.

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*About the New Jersey Board of Public Utilities (NJBPU)*

The New Jersey Board of Public Utilities is a state agency and regulatory authority mandated to ensure safe, adequate, and proper utility services at reasonable rates for New Jersey customers. Critical services regulated by the NJBPU include natural gas, electricity, water, wastewater, telecommunications and cable television. The Board has general oversight responsibility for monitoring utility service, responding to consumer complaints, and investigating utility accidents. To find out more about the NJBPU, visit our web site at [www.bpu.state.nj.us](http://www.bpu.state.nj.us)

*About the New Jersey Clean Energy Program*

New Jersey’s Clean Energy Program, established on January 22, 2003 in accordance with the Electric Discount and Energy Competition Act (EDECA), provides financial and other incentives to the State’s residential customers, businesses and schools that install high-efficiency or renewable energy technologies, thereby reducing energy usage, lowering customers’ energy bills and reducing environmental impacts. The program is authorized and overseen by the New Jersey Board of Public Utilities (BPU), and its website is [www.njcleanenergy.com](http://www.njcleanenergy.com).