



green generationSM

Renewable Energy program

Understanding the Program

What

is *Green Generation*SM?

*Green Generation*SM is the new renewable energy program from Consumers Energy.

- We're using natural resources that are continually replenished.
- The *Green Generation*SM program consists of 100 percent renewable energy generated by wind turbine and biomass fueled resources.
- Consumers Energy is purchasing home-grown energy that is produced right here in our state.

What

are my options?

*Green Generation*SM offers you the power of choice with three participation options.

1. **Join the GreenTeam**, and match 100 percent of your monthly energy use for a premium less than 2 cents per kilowatt-hour in addition to your normal monthly electric charges.
2. **Purchase single GreenBlocks** for a small premium of \$2.50 each in addition to your normal monthly electric charges. One **Green Block** represents 150 kWh of renewable energy. You can purchase as many **GreenBlocks** as you like.
3. **Sign up for Green Business** and receive the discounted premium price of \$2 per block per month in addition to your normal monthly electric charges if you purchase 100 or more individual **GreenBlocks**.

Join the

green generationSM

Renewable Energy program

Please visit

www.greengeneration.com
or call (800) 241-3368



Key Enrollment Benefits

Renewable

energy is a natural energy option for Michigan.

That's why it makes sense that *Green Generation*SM would come from Consumers Energy. After all, we're here to keep Michigan running strong. That's been our commitment for over 115 years. Today, we're excited that *Green Generation*SM offers Michigan businesses a convenient, reliable renewable energy option and more power for generations to come.

Your

business can help us harvest home-grown energy.

*Green Generation*SM energy comes from right here in Michigan. The *Green Generation*SM energy mix is made up of wind energy and landfill gas which comes from suppliers throughout the state. By enrolling in the program, your business is playing a vital role in improving Michigan's environment and economy.

*Green Generation*SM

is Green-e certified.

Green-e is the leading renewable energy certification and verification program in the United States. This certification ensures that the program meets strict environmental and consumer protection standards. Since *Green Generation*SM is Green-e certified, your business also may qualify for points toward LEED (Leadership in Energy and Environmental Design) certification.

Generate

value for your business by going green

Enrolling in *Green Generation*SM signals that your business is committed to industry change and helping the environment. When you enroll in the program, Consumers Energy will present your company headquarters with a certificate recognizing your participation in *Green Generation*SM. Displaying this certificate lets your customers know that your business has made a positive choice to support renewable energy.

FAQ about *green generation*SM and renewable energy.

Q: What is renewable energy?

A: Renewable energy is energy that is produced by utilizing resources that are continually replenished. Renewable energy is produced by environmentally friendly resources such as wind power, landfill gas, solar power, geothermal and small-hydro-electric. In general, renewable-energy has lower environmental impacts than traditional energy sources.

Q: What is wind power?

A: Wind power is energy generated by the wind and captured by wind turbines. According to the U.S. Department of Energy, wind power has been the fastest-growing source of energy in the world since 1990.

Q: What is landfill gas?

A: This energy is created by generators fueled by landfill gas. Methane gas is formed as part of the waste decomposition process. Converting the methane gas into electricity converts the methane byproduct into a productive and reliable energy source.

Q: Will the renewable electricity option I choose come directly to my business?

A: The renewable energy purchased for the program will be combined with energy from all other generating sources and will be placed on the electric grid. Electricity from a specific source does not reach a specific location, and you will see no difference in how you receive your power.

Q: How much does participation in *Green Generation*SM cost?

A: If you choose to participate in the voluntary program, you'll pay our normal rate for electricity plus a small monthly premium to help offset the cost of purchasing renewable energy. There are many *Green Generation*SM options, so you can choose one that is right for your business. Our helpful cost calculator, which is located on our Web site, can help you determine your approximate monthly costs for the GreenBlock option.

Q: Are all Consumers Energy customers eligible to participate in the *Green Generation*SM program?

A: All full-service electric customers of Consumers Energy may participate as long as payments are current in all existing accounts. Customers who received a shut-off notice within nine months before wishing to enroll or anytime after enrolling are not eligible to participate and will be excluded or removed from the program. Customers who purchase electricity from an alternative energy supplier are not eligible.

Q: How and when can I participate in the *Green Generation*SM program?

A: Enrolling in the program is easy, and eligible customers can join at any time. Customers can enroll by calling (800) 241-3368, or by visiting our Web site at www.greengeneration.com.

Q: Do I have to participate in the *Green Generation*SM for a certain amount of time?

A: Due to our purchase commitments with suppliers, you'll need to participate in the program for at least 12 months. After the initial 12-month period, Consumers Energy will continue your participation automatically on a month-to-month basis unless you cancel your participation with 60 days written notice, or if the program is terminated. Customers will be enrolled in *Green Generation*SM on a first-come, first-served basis.

Q: How do I cancel my participation in *Green Generation*SM?

A: If you have participated in the program for the required initial 12-month period, you may cancel your participation with 60 days written notice by mailing your written cancellation request to: Green Generation program, Royal Oak, Room 240, Consumers Energy, One Energy Plaza, Jackson, MI 49201-9938.

Q: What are the *Green Generation*SM program terms and conditions?

A: To view the terms and conditions, visit our Web site at www.greengeneration.com.

Q: What is LEED certification, and how do I know if my business qualifies?

A: LEED (Leadership in Energy and Environmental Design) is a green building rating system. Existing buildings may qualify for credit by participating in *Green Generation*SM at a level that represents a minimum of 15 percent of the building's monthly electric consumption. Additional credits can be earned by increasing the level of commitment in *Green Generation*SM.

For more answers, please visit the *Green Generation*SM section at www.greengeneration.com and click on "FAQ" Or call us at (800) 241-3368, Monday through Friday, 8 a.m. to 6 p.m. EST.