

**Commercial/Industrial
Electricity Supplier**



Mission Statement

Glacial Energy specializes in supplying electricity with discounts as much as 20% below standard utility billing as well as the highest quality service to “A” rated commercial and Industrial customers located in 15 deregulated States. Glacial Energy is the only Supplier in the United States with the capability to deliver electricity in every deregulated State. Glacial focuses on helping businesses save money on their energy costs and improving their efficiency.

Glacial is managed by a group of energy experts with over 30 years of experience in commercial and industrial energy markets. Glacial Energy will produce over \$280 million in revenue for 2009, a far cry from our first year in 2005 when we had just \$6 million in revenue. Today Glacial delivers 5 billion KWh’s to over 11,000 satisfied Commercial and Industrial Customers in 15 States.

Competitive Advantages

Glacial Energy is a generator neutral service company. We buy energy from the various power grids at the best pricing, terms and conditions, we then pass these savings along to our customers. Because we focus solely on energy service for commercial enterprises, we are able to devote our full attention to our “A” rated energy customers with the best prices and most flexible contract in the industry.

Glacial Energy has the most advanced billing system that allows our customers to create flexible solutions. In a word Glacial Energy “delivers.”

- ✚ *Glacial Energy is the Only Company in the United States that can supply electricity in every deregulated State at prices below local utilities.*
- ✚ *Multiple locations, properties, demand = NO PROBLEM. We can consolidate hundreds of accounts into a single statement, providing billing summaries to multiple parties within an organization. Each Customer is different and special; billing is tailored to your specific needs. Our back office infrastructure allows us to design energy solutions to address the specific needs of your business.*
- ✚ *Licensed with every local utility as well as every Public Utility/Service Commission (PUC) in each State we service.*
- ✚ *Glacial Energy offers short and long term contracts with conversion capabilities to provide our customers with maximum flexibility in changing energy markets.*

Fixed Rate Plans

“If you want cost certainty, fixed rate pricing will certainly cost more.” A Fixed Rate plan is a Supplier buying a block of Energy at Market and selling that block to its Customers. The block of electricity purchased is priced differently depending on how long the contract runs (1-5 years). The broker/consultant marketing these “fixed



rate” contracts generally have to have their contract signed by 4pm of that day in order to guarantee the price quoted, this generally makes for high pressure tactics.

These blocks of power are generally “Energy only” blocks as “Supply” is made up of more components than just energy the main of which is “Capacity” newly termed (“RPM”). The Capacity /RPM portion of the rate can account for anywhere between 10-20% of the total cost, this means higher prices for the customer. ****Side Note: All Glacial Energy quotes are “All in”** meaning we show the total cost not just the “Energy Only” piece. However over 70% of our competitors “fixed rate” providers only quote “Energy only” and the majority of them are not making their customers aware that the variable Capacity/RPM cost of the equation can take their total cost well higher than what they are seeing. Most commercial/industrial buyers are educated on what Capacity Cost are but are not aware of the name change and new components of Capacity now called “RPM”. RPM stands for: “Reliability Pricing Model”. Always refer to it as Capacity/RPM as its new full name is not used. commercial/industrial customers buy fixed rate plans because they are sold on a fear factor of higher rates and the comfort & security of having a fixed rate however as commercial/industrial customers are now seeing if market conditions change they are not completely protected from fluctuation in their rate as many are experiencing Capacity charges being passed through in their bills as of late. Fixed rate plans are not inherently bad as it all comes down to the rate, what’s included and the terms they are offering and how that compares to the Index Rate (Glacial Energy’s Product).

When a company signs a Fixed Rate plan many are also agreeing to use roughly the same amount of kWh usage as they did in the past. So even if they cut their consumption back by not operating a third shift, replacing their energy inefficient lighting or inefficient mechanicals and their total annual usage drops they are still locked in at X=rate and Y= annual consumption. This is more risky as they are not incented to cut their consumption down at risk of paying for it whether or not they use it. Most fixed plans allow for a 10% variance at best.

Hourly Indexing

Electricity is sold at Market every hour and Suppliers & Utilities are the only ones that can buy directly from the Grid (ISO) or Generators. Brokers/Consultants as well as commercial businesses can’t.

The market changes every hour so Glacial Energy Customers will see a different rate each month; however the rate will overall out perform a fixed index contract as we show each Client in a chart at the bottom of their bill. A Customer has no Load/Usage commitment with Glacial Energy so the customer can use more or less energy than the year before without worry of paying for unused electricity. This is especially nice for new building as they do not know what their true consumption is. It is also nice for the flexibility to expand or cut back without consequence.

Customers are not required to sign a long term contract with Glacial Energy therefore taking all the risk out of the equation. We will earn your business every month; if we fail you are free to switch back to the higher Utility rates at anytime. The reason we do this is to show our commitment to our customers and for the simple fact that we perform, over 98% of our customers remain due to our performance.

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