

**Electricity Facts Label (EFL)**  
**Direct Energy™**  
**Live Brighter™ Weekends - Indexed**  
**American Electric Power - Texas Central Service Area**  
**1/1/2016**

<b>Electricity Price</b>	<b>Average Monthly Use</b>	<b>500 kWh</b>	<b>1,000 kWh</b>	<b>2,000 kWh</b>
	Average Price per kWh	12.1¢	11.0¢	10.4¢
<p>Your actual average price for electricity may vary according to your exact monthly usage and your consumption pattern. This price disclosure is an example of the total average price for electric service reflecting all American Electric Power - Texas Central's recurring charges and is based on the following:</p> <p><b>Energy Charge:</b> 10.3¢ per kWh – Monday 12:00 am thru Friday until 6:00 pm  0.0¢ per kWh – Designated Free Period</p> <p><b>Base Charge:</b> \$4.95</p> <p><b>*American Electric Power - Texas Central Delivery Charges:</b>  \$9.00  4.191¢ per kWh</p> <p style="text-align: center;"><b>*All delivery charges will be prorated and the customer will not be billed for any TDU delivery charges during the designated free period.</b></p> <p>The average price per kWh includes the PUC Assessment. Prices are exclusive of state and local sales taxes and the Gross Receipts Reimbursement. Average price calculations are based on a total consumption profile over a 12 month period assuming 32.1% of consumption occurs during the Designated Free Period. As stated above, the customer will not be billed for any TDU delivery charges during the designated free period.</p>				
<b>Other Key Terms and Questions</b>	<p><i>Designated Free period is Friday from 6:00 pm thru Monday 12:00 am. This is an indexed product – your average price per kWh each month is determined by the energy charge above and the predetermined formula: Price per kWh = [Base Charge + (67.9% Monthly usage * (Monday – Friday Energy Charge) + 67.9% * all recurring TDU charges)] / Monthly Usage.</i></p> <p><i>This price disclosure is an example based on average service prices – your average price for electricity service will vary according to your usage. In the event Transmission and Distribution Service Provider (TDSP) fails to record complete interval data, your TDSP may estimate usage for missing periods using historical data from your meter, or report interval data for missing intervals as a zero. A multi-day average of recent interval data may be used to estimate usage for missing intervals and used to calculate your monthly bill. When there is a difference between the monthly meter read and monthly total of actual or estimated interval data, the usage will be re-billed upon receipt of the full set of interval data for the billing period where estimation occurred. To find the current price for this product call Direct Energy at 1-888-305-3828.</i></p>			
<b>Disclosure Chart</b>	Type of Product	Indexed		
	Contract Term	12 months		
	Do I have a termination fee or any fees associated with terminating service?	Yes, \$135.00		
	Can my price change during contract period?	Yes		

	If my price can change, how will it change, and by how much?	Your price may vary from the price in this EFL solely to reflect actual changes in TDU Delivery Charges, TDU Surcharges, changes to the Electric Reliability Council of Texas or Texas Regional Entity administrative fees charged to loads, or changes resulting from federal, state or local laws or regulatory actions that impose new or modified fees or costs that are outside our control.
	What other fees may I be charged?	Charges for required, nonrecurring fees will be listed as a separate line item on your monthly bill. Please refer to the "Pricing" and "Billing and Payment Terms" sections within the Terms of Service, for more detailed information.
	Is this a pre-pay or pay in advance product?	No
	Does the REP purchase excess distributed renewable generation?	No
	Renewable Content	11.0%
	The statewide average for renewable content is:	11.0%

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