

Electricity Facts Label (EFL)
Direct Energy™
Bright Choice™ - Variable
American Electric Power - Texas Central Service Area
1/1/2016

Electricity Price	Average Monthly Use	500 kWh	1,000 kWh	2,000 kWh
	Average Price per kWh	10.6¢	9.2¢	8.5¢
	<p>Except for price changes allowed by law or regulatory action, this price is the price that will be applied during your first billing cycle. Please review the historical price of this product available at http://www.directenergy.com/historical-pricing and 1-888-305-3828.</p> <p>The actual average price for electricity may vary according to your exact monthly usage. 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 style="margin-left: 40px;">Energy Charge: 3.6¢ per kWh</p> <p style="margin-left: 40px;">Base Charge: \$4.95</p> <p style="margin-left: 40px;">American Electric Power - Texas Central Delivery Charges:</p> <p style="margin-left: 80px;">\$9.00 per month</p> <p style="margin-left: 80px;">4.191¢ per kWh</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</p>			
Other Key Terms and Questions	See Terms of Service statement for a full listing of fees, deposit policy, and other terms.			
Disclosure Chart	Type of Product	Variable Rate Product		
	Contract Term	1 months		
	Do I have a termination fee or any fees associated with terminating service?	No		
	Can my price change during contract period?	Yes		
	If my price can change, how will it change, and by how much?	The price applied in the first billing cycle may be different from the price in this EFL if there are changes in TDU charges; 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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