

**Electricity Facts Label (EFL)**  
**Direct Energy®**  
**Bright Choice™ - Variable**  
**American Electric Power - Texas Central Service Area**  
**7/2/2019**

|  |   |   |                       |                  |  |
|--|---|---|-----------------------|------------------|--|
|  | <b>Average Monthly Use</b>  | <b>500 kWh</b>  | <b>1,000 kWh</b>      | <b>2,000 kWh</b> |  |
|  | Average Price per kWh   | 16.5¢   | 15.2¢                 | 14.5¢            |  |
| <b>Electricity Price</b>   | <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><b>Energy Charge:</b> 9.8¢ per kWh</p> <p><b>Base Charge:</b> \$4.95</p> <p><b>American Electric Power - Texas Central Delivery Charges:</b><br/>           \$9.00 per month<br/>           3.939¢ 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> <p><b>Except for price changes allowed by law or regulatory action, this price is the price that will be applied during your first billing cycle; this price may change in subsequent months at the sole discretion of Direct Energy. Please review the historical price of this product available at <a href="http://www.directenergy.com/historical-pricing">http://www.directenergy.com/historical-pricing</a> and 1-888-305-3828.</b></p> <p>You may be subject to a special charge from American Electric Power - Texas Central that is not included in the total average price for electric service. If you are subject to a TDU special charge, you may contact us at 1-888-305-3828 for more information regarding the price and applicability of the charge.</p> |   |                       |                  |  |
|  | <b>Other Key Terms and Questions</b>  | See Terms of Service statement for the variable rate product description, fees, deposit policy, and other terms.  |                       |                  |  |
|  | <b>Disclosure Chart</b>   | 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. Please refer to the "Variable Rate Product" section within the |                       |                  |  |

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|  | Terms of Service for more information on how variable rate pricing is determined.  |
| 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", "Billing and Payment Terms" and "Variable Rate Product" 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  | 15.5%  |
| The statewide average for renewable content is:                | 19.1%  |

Direct Energy, LP (PUCT Certificate No. 10040)  
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Toll-free fax: 1-800-346-2233  
M-Sat: 7:30 a.m. – 8:00 p.m. CST  
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