



THE TOWN OF ASHBY'S COMMUNITY CHOICE POWER SUPPLY PROGRAM CONSUMER NOTIFICATION FORM

Dear Ashby Basic Service Consumer:

The Town of Ashby is pleased to announce that it has selected Hampshire Power as the supplier for its Community Choice Power Supply Program ("Program"). Hampshire Power will provide electric power supply for all Basic Service consumers in Ashby. This letter is intended to tell you about this program for electric power supply. In accordance with state law, it also informs you of your rights and options if you choose not to participate in the Program.

YOU WILL NOT NOTICE ANY CHANGE IN YOUR ELECTRICITY SERVICE. The only difference you will see is that Hampshire Power will be printed under the "Supply Services" section of your monthly bill. You will continue to receive one bill from Unitil. You will continue to send your payments to Unitil for processing. Unitil will continue to respond to emergencies, read meters and maintain the distribution and transmission lines. Reliability and quality of service will remain the same. Furthermore, you will continue to have all existing consumer rights and protections.

COMPARATIVE RATES AND TERMS

	Ashby's Program (Supply Services Only)	Unitil Basic Service (Supply Services Only)
Rate Residential Sm Commercial Med Commercial/Streetlight	\$0.10526/kWh \$0.10526/kWh \$0.10526/kWh	\$0.11191/kWh \$0.11191/kWh \$0.10066/kWh
Duration	July 1, 2015 – December 31, 2016 <i>[Rate may be adjusted semi-annually to reflect actual costs not to exceed ½¢ per kWh.]</i>	June 1, 2015 – November 30, 2015 <i>[Residential and Commercial/Streetlight rates change every 6 months.]</i>
Exit Terms	NO PENALTY CHARGE	May receive a reconciliation charge or credit

IF YOU HAVE BEEN MAILED THIS NOTIFICATION you do not need to take any action to participate in the Program.

ALL BASIC SERVICE CONSUMERS who have been mailed this notification will automatically be enrolled in the Program and start benefiting from the lower rate beginning on the day of the month in July 2015 that your meter is read. This date varies by service area. Your meter reading date is shown on your bill.

BUDGET PLAN OR ELIGIBLE LOW-INCOME DELIVERY RATE CONSUMERS will continue to receive those benefits from Unitil.

TAX EXEMPT SMALL BUSINESS CONSUMERS must send or fax a copy of their Energy Exemption Certificate directly to Hampshire Power at 99 Main Street, Northampton, MA 01060 in order to maintain their tax exempt status.

IF YOU HAVE ALREADY CHOSEN A COMPETITIVE SUPPLIER ON YOUR OWN you must opt-out of this Program. This will ensure you continue to get your electricity from that Competitive Supplier.

IF YOU HAVE ALREADY CHOSEN A GREEN POWER SUPPLY OPTION ON YOUR OWN you must opt-out of this Program. This will ensure you continue to get your electricity from that Green Power Supply.

IF YOU DO NOT WISH TO PARTICIPATE IN THIS PROGRAM you may: 1) Opt-out and continue paying Unitil's Basic Service rate; or 2) Opt-out and choose your own Competitive Supplier (if one is available to you).

HOW TO OPT-OUT

Sign and return the enclosed postage paid card **OR** visit www.colonialpowergroup.com/ashby/ and click the opt-out button, then fill out and submit the Opt-Out Form.

ANY TIME AFTER ENROLLMENT you can still opt-out with NO PENALTY CHARGE. It may take a couple of billing cycles before you are back on Unitil's Basic Service. If you choose to opt-out after the initial enrollment, you may submit an Opt-Out form at www.colonialpowergroup.com/ashby/ **OR** call Hampshire Power at (877) 700-6165 and ask to be placed on Unitil Basic Service.

FOR MORE DETAILED INFORMATION regarding Ashby's Program you can visit www.colonialpowergroup.com/ashby/ or call us toll-free at (866) 485-5858. To learn more about Hampshire Power you can visit www.hampshirepower.org.

Basic Service consumers in the Town of Ashby will receive further notification of this Program on their July 2015 bill from Unitil.

IF YOU FAIL TO PAY YOUR BILL IN A TIMELY MANNER consistent with the requirements of Massachusetts law, you may be switched back to the Unitil Basic Service.

Colonial Power Group, Inc. is an energy consulting company chosen on a competitive basis by the Town of Ashby to facilitate the Community Choice Power Supply Program.