






Electricity Facts Label

Bounce Energy, Inc.

Summer Shield Plan

July 1, 2009

	Average monthly use:	500KWh	1000KWh	1500KWh
	Bounce Energy Average price per KWh by TDSP Territory			
	CenterPoint Energy	13.9¢	12.9¢	12.9¢
	Oncor	13.9¢	12.9¢	12.9¢
	Texas New Mexico Power	14.1¢	13.1¢	13.1¢
	AEP Texas North	12.3¢	13.3¢	13.3¢
	AEP Texas Central	13.4¢	12.4¢	12.4¢
<i>Electricity price</i>	<p>Bounce Energy's <i>Summer Shield Plan</i> protects you from unexpected price increases. We guarantee that your average price per KWh for any month will not increase by more than 10% over the prior month, based upon applicable levels of usage set forth in the above rate table, unless you have been provided with at least 45 days prior notice of such increase.</p> <p>The above rates include all charges from your Transmission and Distribution Service Provider (TDSP) and the Electric Reliability Council of Texas (ERCOT). The above rates also include a \$4.95 monthly service fee that will be waived for each billing period in which your usage is 1000 kilowatt hours (KWh) or more. The above rates do not include applicable taxes. This is a variable rate plan. The average price per KWh under this plan may be increased or decreased on a monthly basis by Bounce Energy, subject to the <i>Summer Shield Plan</i> price guarantee described herien. Your rate applicable to any given period of time will be based upon the monthly rate in effect at the time of your consumption of electricity. Electricity rate changes may be made without prior notice to you. Your average price for electricity may vary according to your monthly usage. The variable rates in effect for any given period will be available at www.bounceenergy.com, or by calling Bounce Energy toll free at 1-888-452-6862. Each month you will be billed all applicable taxes.</p>			
<i>Contract</i>	<p>Contract Term: Month-to-Month Minimum Term: None Penalty for early cancellation: \$0 <i>See Terms of Service statement for a full listing of fees, deposit policy, and other terms.</i></p>			
<i>Sources of power generation</i>		<i>This product</i>	<i>Texas (for comparison)</i>	
	Coal and lignite	39%	39%	
	Natural gas	40%	40%	
	Nuclear	12%	12%	
	Renewable energy	5%	5%	
	Other	4%	4%	
	Total	100%	100%	
<i>Emissions and waste per 1,000 kWh generated</i>	Carbon dioxide			100
	Nitrogen oxides			100
	Particulates			100
	Sulfur dioxide			100
	Nuclear waste			100
		<i>Better than Texas average</i>	<i>Worse than Texas average</i>	

(Indexed values; 100=Texas average)