



New Jersey Board of Public Utilities

PRESS RELEASE

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Contact:

Anne Marie McShea

609-777-3306

Doyal Siddell

973-468-8515

NJBPU Launches Community Campaign for 'CleanPower Choice'

Summit, Princeton, ACUA, Belmar, Maplewood, Montclair, Middlesex County and Rowan University Lead the Way toward Climate Change Solutions

(NEWARK, NJ)--The New Jersey Board of Public Utilities and its Office of Clean Energy recently announced the launch of the CleanPower Community Partnership Campaign. Building on the CleanPower Choice Coalition that was founded in 2006 to join business leaders, environmental advocates, elected officials and residents together with a common goal of utilizing clean energy technologies that reduce energy, save money and help protect the environment, CleanPower Community Partners will reach out to educate their constituents to raise awareness about climate change solutions, clean energy technologies and opportunities to sign-up for CleanPower Choice.

The New Jersey CleanPower Choice Program, a voluntary initiative that allows customers to invest in clean energy, is the first statewide program of its kind where multiple utilities and clean power marketers will participate in a joint effort with the state to give consumers access to the regional market for renewable energy. For as little as an additional \$6.00 a month beyond the cost for basic service delivered by one's local utility, the program allows residents to support the development of clean renewable sources of energy, such as solar, wind, low-impact hydro or landfill gas. Four options allow residents to choose from slightly different mixes of renewable energy resources. Residents are sent only one bill from their electric company, with the CleanPower purchase shown as a separate line on it.

Participating electric distribution companies include PSE; JCP; Atlantic City Electric; and Orange & Rockland while clean power suppliers include Green Mountain Energy; Community Energy; Sterling Planet; and Jersey-Atlantic Wind, LLC.

Community partners include Princeton, Montclair, Maplewood, Summit, Atlantic County Utility Authority, Middlesex County and Rowan University. Each of these communities and/or organizations has signed-on to promote the CleanPower Choice Program and enroll local residents or constituents.

"The level of response, involvement and commitment that we are seeing throughout New Jersey is outstanding," said Jeanne M. Fox, President of the New Jersey Board of Public Utilities. "These partners are directly representative of the organizations and communities that have consistently promoted clean energy technologies and climate change solutions throughout the state. We are very excited about this campaign and the future of the CleanPower Choice Program."

The CleanPower Choice Program will recognize and support these partners and their enrollment efforts by providing promotional support as well as materials to help them build awareness and recognition among their constituents. In return, CleanPower Community Partners commit to setting participation targets and educating their members through events, presentations, newsletters and other forms of outreach.

To see a calendar of partnership events or view a complete listing of the CleanPower Choice Coalition, visit www.njcleanpower.com.

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About the New Jersey Board of Public Utilities (NJBPU)

The New Jersey Board of Public Utilities is a state agency and regulatory authority mandated to ensure safe, adequate, and proper utility services at reasonable rates for New Jersey customers. Critical services regulated by the NJBPU include natural gas, electricity, water, wastewater, telecommunications and cable television. The Board has general oversight responsibility for monitoring utility service, responding to consumer complaints, and investigating utility accidents. To find out more about the NJBPU, visit our web site at www.bpu.state.nj.us.

About the New Jersey Clean Energy Program

New Jersey's Clean Energy Program, established on January 22, 2003 in accordance with the Electric Discount and Energy Competition Act (EDECA), provides financial and other incentives to the State's residential customers, businesses and schools that install high-efficiency or renewable energy technologies, thereby reducing energy usage, lowering customers' energy bills and reducing environmental impacts. The program is authorized and overseen by the New Jersey Board of Public Utilities (BPU), and its website is www.njcleanenergy.com.