

# An Alberta Powerhouse

In the changing world of business, we know it's nice to have a few things you can count on. At TransCanada, we have been providing customized power solutions for businesses and wholesale consumers in Alberta since 1999, and currently manage, operate and markets close to 375 MW of electricity in Alberta. So, whether your business is measured in barrels or bushels, our marketing team knows from experience how to help you manage the cost side of the equation.

*Our significant power experience and extensive Alberta asset base enables us to provide you with price and supply stability in a volatile energy market.*

## Client Care

We employ experts in every facet of our business, from general information on the Alberta power market, billing and settlement, pricing and hedging, to contract and risk management. In each retailer and supplier relationship we show our commitment to the relationship by providing fair, objective views on the macro-environment, its impacts on the power market in general and what it will mean to your company both now and into the future.

*Since you are dealing with a small team of power industry professionals, you are always dealing with an expert who values your business.*

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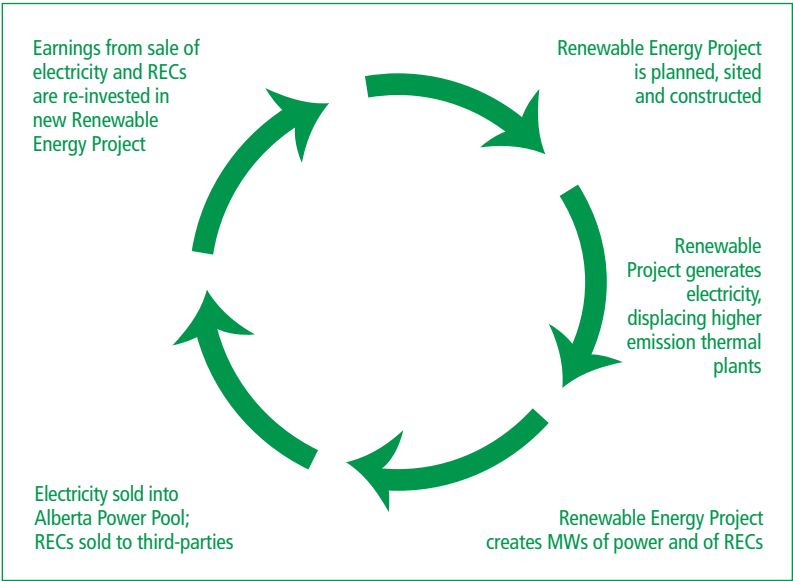
**Twitter @TCPowerAB**

## EcoLogo-Certified Renewable Energy Certificates ("REC")

As Renewable Energy Certificates (RECs) Marketers, we can help you green up your power usage by providing you with high-quality and cost-effective RECs. By adding RECs to your purchase you support investment in low-impact, renewable energy sources and be assured that you are receiving RECs that have been generated in Alberta for consumption in Alberta.

### Benefits:

- Help displace higher-emission fuel sources
- Earn LEED points for your facility
- Wholesale prices mean greater value for REC investment
- Help make the transition to a more renewable generation fleet



# POWERING ALBERTA



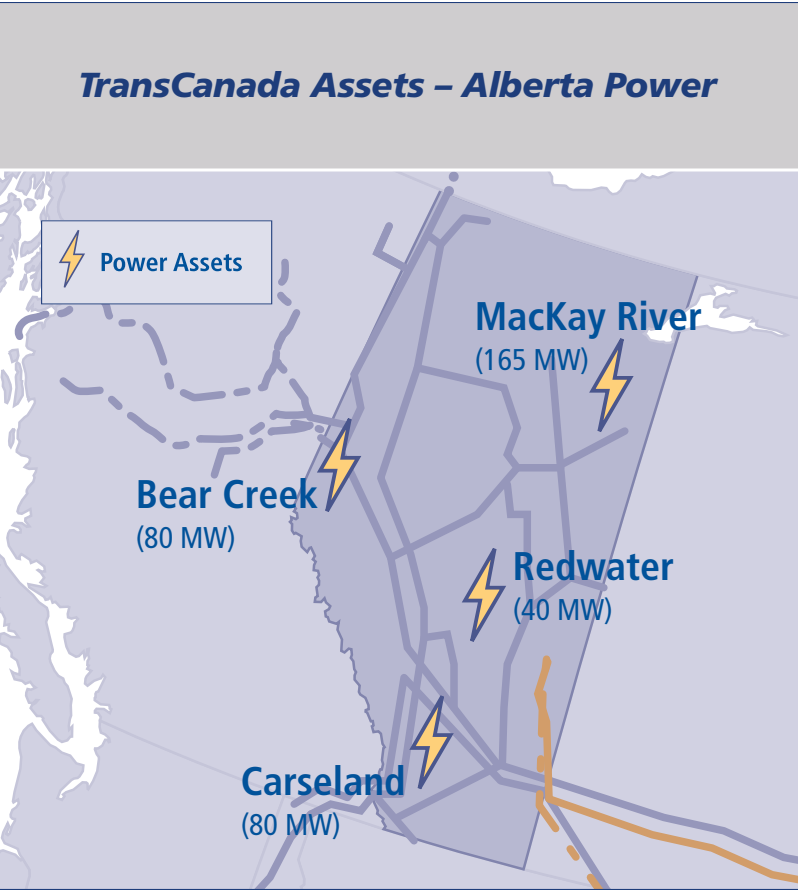
# The TransCanada Advantage

We are a steel-in-the-ground, invest-for-the-future and take-care-of-your-client kind of company that only succeeds when you do.

We deliver the commodities our economy counts on every day. While TransCanada may have started out as strictly a pipeline company, today, we are a leading player in energy infrastructure across North America.

For over a decade, TransCanada has built a strong reputation in the electricity market by assembling a team of focused experts, a portfolio of reliable assets and a bank of flexible contracts aimed at providing our clients with an unparalleled level of certainty in managing a volatile commodity.

When you choose TransCanada, you choose a partner that will be here to provide you with advice for today, value for tomorrow and opportunity to better your business for years to come.



# Meeting Your Unique Needs

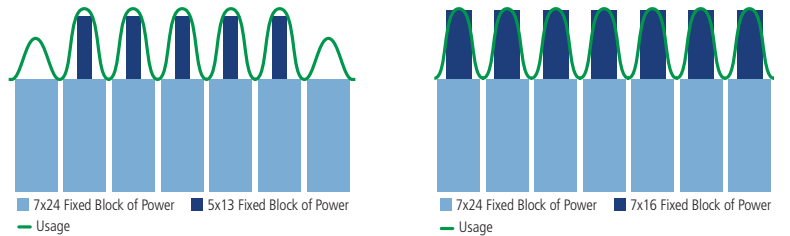
## Fixed/Structured Block Plans

Our fixed/structured block plans, offered physically or financially, involve a fixed price for a fixed predetermined volume of power. Exposure to spot-market volatility can be tailored, and any over/under-age is credited to the average monthly spot price.

Examples of blocks available include, but are not limited to, 7×24, 7×16 on-peak and 5×13 on-peak. This product is ideal for base-load or flat consumption profiles or those with lower tolerance to volatility.

### Benefits:

- Flexible and relatively low risk with limited exposure
- Price and budget certainty for majority of load
- No need to commit to more than necessary
- Customizable with different blocks – add layers of blocks to cover core usage
- Flexibility to buy additional electricity

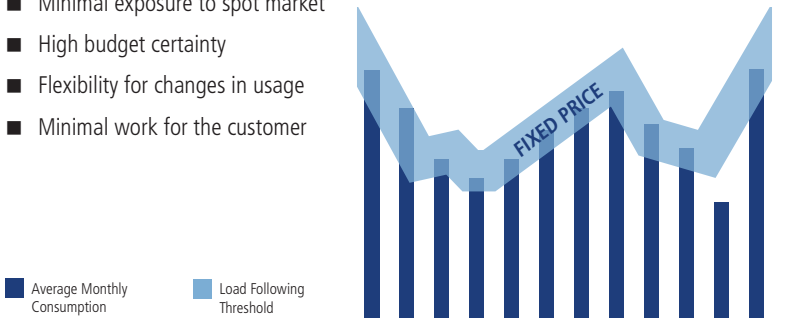


## Load-Following Plans

Load-following plans provide a fixed price of electricity for the entire variable volume of power used each hour. This plan protects from price fluctuations in the market and usage variability within tailored specified +/- consumption bands.

### Benefits:

- Rate, price and budget certainty in a volatile market
- Minimal exposure to spot market
- High budget certainty
- Flexibility for changes in usage
- Minimal work for the customer



## Retail Service Options

TransCanada’s retail service options are available for both load-following and structured-block products.

Our in-house invoicing system allows us to provide your business with a consolidated report for all of your sites, with full granularity for each site individually. This function provides you with not only accurate and easy-to-understand invoices, but is also designed to provide you with any and all of the electricity information you need as a business.

If you elect not to secure a supply product for your business, you can sign up for our retail-only service option. This still provides you with easy-to-understand invoices and access to our team of power market experts, plus it allows you to “float” your power consumption on a flow-through basis.

### Benefits:

- Reduces third-party involvement
- Personalized customer service
- Consolidated invoicing
- No call centers

