



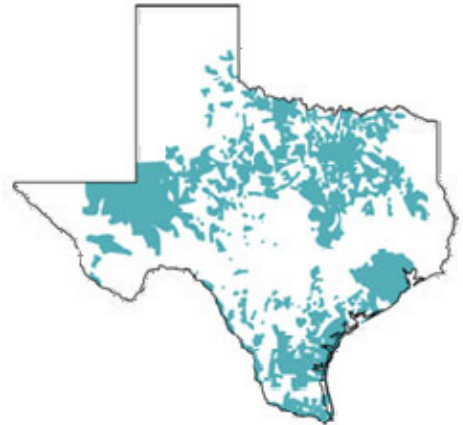
Providing Superior Value to Customers Across Texas

txu.com

About TXU Energy:

- **TXU Energy is the #1 choice in Texas**, providing electricity and related services to more than 2 million Texas customers.
- TXU Energy **delivers competitive market benefits to customers** by providing competitive prices, innovative products and tools to meet individual needs, and dependable 24/7 customer service.
- TXU Energy's **assistance programs build on a long history** of commitment to our customers and communities.

TXU Energy is active in all major areas of Texas open to competition



Providing Superior Value to Customers by Offering:

- **Competitive Offers:** TXU Energy provides strong customer value, delivering world-class service at competitive prices. Customers can choose from fixed rate plans that offer the assurance of price protection, flexible month-to-month indexed plans, and a range of customer centered renewable energy options - all with clear, straightforward terms of service.
- **Energy Efficiency Tools:** TXU Energy offers products and tools to help customers save money by using electricity more efficiently. TXU Energy is significantly expanding these programs, funded by a \$100 million investment in energy efficiency programs over five years (through 2012).
- **\$150 Million for Low-Income Assistance and TXU Energy AidSM:** TXU Energy Access is a comprehensive set of programs dedicating \$150 million over five years (through 2012) to assist eligible low-income customers. The commitment includes \$125 million to continue the company's approximate 10% self-funded, year-round low-income customer discount and \$25 million for its signature TXU Energy Aid program. TXU Energy Aid is the largest bill-payment assistance program among electric companies in the nation and has provided over \$61 million to more than 368,000 Texas families in need since 1983.
- **Customer Protections:** TXU Energy offers protections for our most vulnerable customers, including our voluntary 2007-2009 Summer Customer Protections that provided disconnect moratoriums and flexible deferred payment options for customers designated as low-income, ill or disabled, or who were at least 62 years of age. TXU Energy also offers deposit waivers for qualified customers.



Jim Burke, Chairman and CEO, TXU Energy

Jim Burke has led TXU Energy since August 2005 after joining the company in 2004 as Sr. VP of TXU Energy's residential markets. His vision is to establish TXU Energy as the most customer centered retailer, providing solutions for customers to better manage their energy costs and overall usage in an effort to be the preferred provider in the marketplace. Prior to TXU Energy, Burke was President and Chief Operating Officer at Gexa Energy and Sr. VP of consumer operations at Reliant Energy. Prior to his experience in competitive electricity, he worked at The Coca-Cola Company and Deloitte & Touche Consulting. Among other activities, he currently serves on the board of Sheltering Arms Senior Services, a Houston nonprofit organization serving the needs of senior citizens, on the advisory board for the Tulane University Energy Institute, and on the Tocqueville Cabinet of United Way (Dallas).