



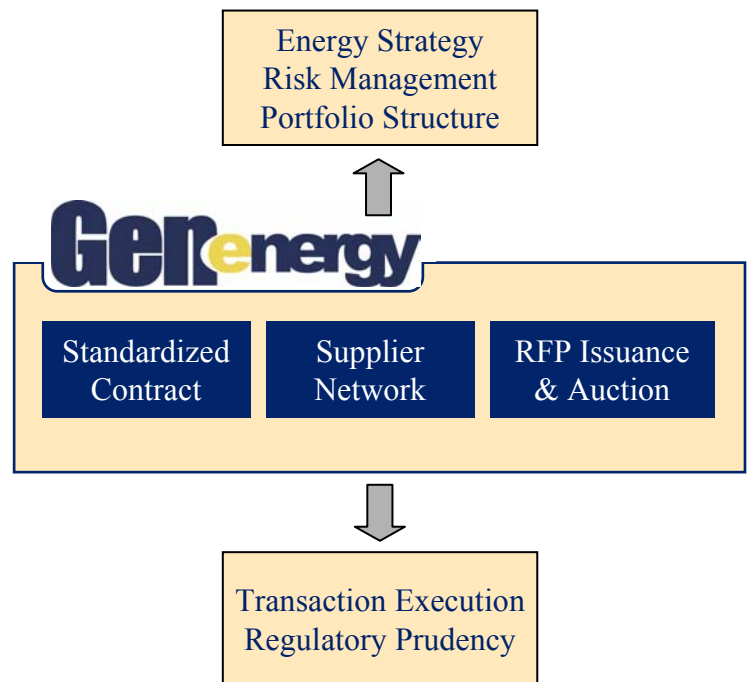
An energy supply procurement service that takes the guesswork out of contract terms and conditions and ensures the most competitive price

At GenEnergy, we specialize in supporting the procurement (and sale) of energy for our clients. Our Mission is to: (1) help our clients obtain the best possible price for mid- and long-term contracts; and, (2) provide an efficient procurement process that instills confidence from management, regulators and other stakeholders.

To achieve this goal, GenEnergy relies on a unique combination of experienced consultants, a well-established methodology and a proven auction technology. These elements, when combined with an extensive industry network, lead to exceptional client value.

GenEnergy Facilitates Energy

- ✓ A transparent procurement process that aids true price discovery and verifiable competitive bids
- ✓ A rigorous methodology that instills management confidence and withstands regulatory scrutiny
- ✓ An efficient, flexible process that lowers customer transaction costs and avoids problems typically associated with RFPs
- ✓ An unequalled level of expert support for all elements of procurement: from Energy Strategy and Contract Details to Regulatory Expertise
- ✓ Ready access to multiple creditworthy suppliers who appreciate the speed and low transaction costs of working with GenEnergy clients



- * Low transaction costs
- * Flexible auction structure and timing
- * Fast implementation

- * Targeted supplier network
- * Support interfacing with suppliers
- * Contracting expertise



Where Can GenEnergy Fit into Your Procurement Process?

Step 1: GenEnergy collaborates with you to define your procurement strategy and potential options

Step 2: GenEnergy works with you to tailor the process and the auction structure to meet your needs

Step 3: GenEnergy reviews your existing portfolio contracts and forecasts your long-term forward price curve

Step 4: GenEnergy develops the RFP and a list of client-specific supplier auction participants

Step 5: You and GenEnergy join forces to administer the RFP auction and obtain the lowest electricity market prices

Experience GenEnergy...

- ✓ Outstanding service and expertise
- ✓ Long-term energy savings from the lowest-priced energy supplies
- ✓ A reliable, user-friendly, and secure RFP issuance website
- ✓ Technical and strategic support throughout the RFP/Auction process
- ✓ **Results...**

After Two GenEnergy Auctions in February and April of 2002

*"I think everyone on our Procurement Team, not to mention Management, was shocked at how competitive the bidding was. We are absolutely convinced the process GenEnergy followed saved us well into **six figures!**"*

*George Blechta
Energy Specialist
Falconbridge Limited*

Even suppliers approved

Bruce Power** has landed its first industrial customer, reaching a deal earlier this month to supply electricity to Sudbury-based mining giant **Falconbridge Ltd.

*Despite a **crowd of other suitors** vying for Falconbridge's attention, Richard [Horrobin, Bruce Power's Head of Sales] thought the appearance of so many players in the auction was a sign that **genuine competition** has arrived in Ontario's energy marketplace.*