

*The right time.  
The right place.*

**TEXAS.** The name conjures up images of things big and bold, bright and prosperous. Texans are men and women with boundless ideas and the guts to get things done. Innovators. Pioneers. Risk-takers. No-holds-barred architects of the future. *Leaders.*

There's a certain reverence that the name "Texas" carries. Reverence for a noble and raucous history. Awareness of a deep-rooted, unique brand of pride. Respect for the way Texas muscled its way to the forefront of this country's economic stage and has stayed there for a century. Awe for the commitment and determination to be *the best.*

This is our heritage. It can also be our future. As a new century dawns, Texas is in an enviable position to lead in new and promising directions. Our state's future rests on our ability to adapt to the demands of an evolving global economic marketplace.

*It's the right time to change the way we do business.  
Texas is where it's going to happen.*

**Texas Coalition  
For Competitive Electricity**

There's nothing very exciting about electric power. It's nothing new. We take it for granted because it's been around for decades and it's been pretty much the same since Tom Edison came up with his better idea. But that's just the point.

The way electric utilities do business in Texas hasn't changed in years. They're comfortably settled into their ruts, protected by regulations that give them exclusive monopoly rights and archaic laws that guarantee them big profits.

*It's time to enter the 21st Century.*

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The day has come in Texas to challenge electric utilities to work to keep their customers. To get innovative. To develop new technologies and services that fulfill their customers' needs. And to control costs so all Texas consumers — businesses, industries and consumers alike — will get the best product at the lowest price.

*It's time for a shake-up. That shake-up is called competition.*

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Deregulation works. Airlines. Telecommunications. Trucking. Natural gas. In each industry, dismantling outmoded regulatory structures and freeing companies to compete has resulted in lower costs, more efficient service and a dizzying array of new products and technologies. It helped usher in a stronger, more vibrant economy for the Lone Star State. We've seen it happen time and time again.

What we have is a proven track record, a blueprint for restructuring the electric utility market in Texas. This isn't new territory. It has worked before in other industries, and it will work in the electricity industry. In fact, competition for electricity is already a fact of life, or is on the way, in thirteen states across the country.

*It's time to put the market to work for Texas.*

The way it stands now, Texas utility customers can't choose their electricity supplier because big utilities have exclusive control of "monopoly service territories." While consumers are paying sky-high rates for electricity controlled by a handful of big utilities, most folks don't know that there's a lot of surplus electricity that could be purchased at cheaper rates if we had direct access to it. But the big guys don't want small producers to use their transmission lines to get the electricity to us because that would cut into their profits and force them to tighten their belts.

An electric utility's profits should be based on its ability to be responsive, innovative and to control costs, not on some 19th Century mentality that gives it a corner on the market. No other industry in Texas has its profits handed to it on a silver platter. Deregulation will give customers direct influence over the development, delivery, consumption and price of electricity service.

*It's time to force the big utilities to earn their profits.*

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Since electricity represents a big chunk of production costs for business and industry, lower electricity prices will help Texas businesses compete in the national and global markets. That will spark business and industry growth in Texas — and that means jobs for Texans.

An economic boost. More jobs for Texans. Lower rates for businesses and consumers alike.

*It's time for a win-win situation for all Texans.*

A more flexible electricity market is easier on the environment, since huge new power plants anticipated under the current system may never have to be built. That means cleaner, safer power.

Innovation is being held at bay by current regulatory constraints. Futuristic technology already exists that will allow customers to contract with one company for all their energy needs, home or office. That company will use the cleanest, most efficient available power source. It could be electricity, natural gas, wind power, solar power or something else.

*It's time to be more environmentally responsible about the way we power Texas.*

## **Competition in Electricity:**

**Good for Consumers.**

**Good for Business.**

**Good for the Environment.**

**Good for Texas.**

*It's time for Texas to see the light.*

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**For further information on the need for competition  
in the Texas electricity marketplace, contact:**

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