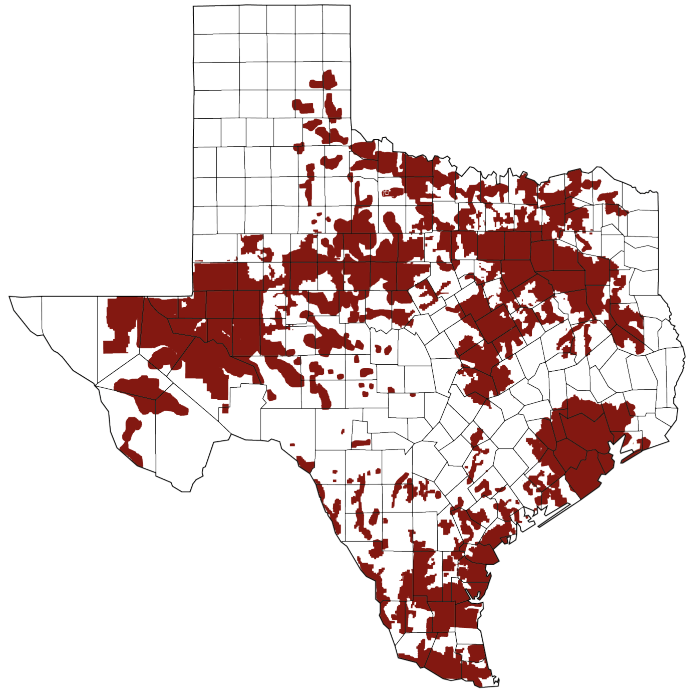


# Electric Competition and Consumer Benefits

## Competitive Areas of Texas

### Overview

As the population of Texas continues to grow so does the demand for affordable and reliable electricity. Since the beginning of retail choice in Texas in January of 2002, consumers have seen strong customer benefits. These benefits are crucial to the economic future of Texas as businesses look to invest in our great state.



## The Competitive Retail Electric Market is Providing Strong Customer Benefits

- Price offers are **substantially lower** than prices available just before competition began, especially when adjusted for inflation.
- Retail electric **prices have fallen** even as other energy commodity prices – such as gasoline, crude oil, natural gas and coal – have risen.
- Texas' national **electric price ranking has improved** since the market opened in 2001.
- Every competitive area in ERCOT has variable and 1-year lock offers available that are **far lower than the national average price** and nearly all state averages.
- Among states like Texas that depend heavily on natural gas for power generation, **Texas prices compare favorably**, with even lower prices available to those in the competitive market.
- The ERCOT market provides **efficient market prices** that track natural gas prices.
- Since 2007, **Texas' prices have fallen** while other states' prices have risen.

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