



# *WindStreet* + NCG

let nature be your energy provider

# Profile of Stability & Profitability

Led By An Executive Team Comprised of Energy Industry Leaders & C-Level Fortune 500 Veterans

Privately Held

Debt Free, with all Growth Internally Financed

16 Consecutive Quarters of Profitability



# Working For You Today, To Secure Tomorrow's Energy Savings

Full Analysis of Your Electric & Gas Accounts and Current Supply

Secure Supply Proposals from Quality, Reliable Electric Generators

Obtain the Best Rate, Contract Term and Conditions Available

Manage all Documentation; Guide the Transition to the New Supplier

'Market Watch' for New Opportunities and Due Diligence



# *WindStreet Energy*

Our focus is on acquiring retail customers, and our expertise is in the retail markets and utility-based territories.

We pride on ourselves in being able to deliver high quality and customized Renewable solutions to our customers that are competitively priced.

Working with WindStreet allows companies easy entry into the renewable electricity market in convenient and cost effective fashion.

Customers are provided with concise, effective and executable public relations and communication plans that allow for a sharp focus on targeted audiences.



# Who Is Buying Green?

Millipore Corporation

3M

Abbott Labs

Melaver, Inc.

Merck & Co., Inc.

Raytheon Company

Frito-Lay, Inc.

Gap Inc.

Alcoa Inc.

Alticor Inc.

Caterpillar Inc.

American Water

Praxair, Inc.

SC Johnson

Ball Corporation

Quad/Graphics Inc.

Random House, Inc.

Unilever

Pfizer Inc.

Boise Cascade

Sandy Alexander

Calpine

Citigroup Inc.

Coding Enterpri

NiSource Inc.

Oracle Corporat

Osram Sylvania

Cummins Inc.

Deere & Comp

Dell Inc.

DPR Constructio

Duke Energy

DuPont Company

EarthColor

Owens Corning

Ecolab Inc.

Ecoprint

EMC Corporation

Entergy Corporati

Exelon Corporation

Fairchild Semiconduct

Fetzer Vineyards

First Environment, Inc.

FPL Group, Inc.

Whole Foods Market

Genz



Shaklee Corporation

Sonoma Wine Company

St. Lawrence Cement

BusinessWeek

GO GREEN. GET RICH.

SAVING THE PLANET CAN ECONOMICALLY BENEFIT YOUR BUSINESS.

Meet 4 companies leading the way.

Learn how to get in on the green.

Tenneco Automotive

The Collins Companies

The Hartford

Tower Companies

The World Bank

Office Depot

Tiffany & Co.

Travelers Companies

Novelis Corporation

Archer-Daniels-Midland

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U.S. Steel Corporation

We Energies

Campbell Soup Company

Casella Waste Systems, Inc.

Benziger Family Winery

Cherokee Investment Partners

Cisco Systems, Inc.

Applied Materials, Inc.

Thomas Rutherford, Inc.

General Electric Company

General Motors Corporation

Genesis Microchip Inc.

Mack Trucks, Inc. (MTI)

Mantria Corporation

Marriott International, Inc.

North Bay Construction

CSX Transportation, Inc.

Baxter International Inc.

Roche Group U.S. Affiliates

Rockwell Collins, Inc.

Coors Brewing Company

ACE Group of Companies

Miller Brewing Company



# What the consumer thinks

- 46% of consumers believe governments should be forcing business to phase out products that contribute to global warming.
- 56% of consumers want companies to provide more information at the point of sale about the effects of their products on climate change.

Source: GlobeScan on behalf of Accountability and Consumers International - 2007

- 48% of employees would work for less pay if they had an opportunity with a socially responsible company, and 40% would work longer hours.
- 89% of consumers are interested in eco-friendly products and 30% actively look for them.
- 79% of S&P 100 companies have special sections on their websites dedicated to social and/or environmental policies and performance.
- 92% of consumers agree with the statement that it is important for the U.S. industry to be more proactive about addressing environmental concerns.

Source: FM-Harris Poll 2007



# What are the utilities doing?

- Five largest programs: FPL, Xcel, Portland,
- Most Innovative: DTE
- Most commercial impact: Austin

# How do you reach the resi's

- Bill stuffers
- Direct mail
- Events
- Web
- Through commercial customers



# How to reach the commercials

- Bill stuffers
- Direct mail
- Events
- Web
- Through residential customers
- Mandates for public companies

# Effectively growing customer base

- Create synergies between commercial/residential
- Target, target, target
- Keep it fresh!
- Roll out over time, not a one time effort

# Supply issues: build or buy?

## To build upsides

- Own the asset
- Control over costs
- Tangible to local community

## To build downsides

- Financial issues
- Site issues
- Market risk
- Overexposure if build too much

# Supply issues: build or buy?

## To buy upsides

- Move quickly
- No siting issues
- Can minimize market risk
- Control supply/demand issues

## To buy downsides

- Tangibility issues
- Long term supply
- No regional investment

# Buying Green Today: The pitch to consumers

Purchasing renewable energy is simple, cost-effective, and position the buyer as a good steward of the environment.

Prepares companies to strategically manage the impact of any forthcoming regulation and/or legislation concerning greenhouse gas emissions.

Making the transformation to “Green” promotes a progressive image of the company’s views on sustainability and the environment.

Positively differentiates a company’s products and services in the competitive marketplace.

A renewable energy purchase allows the company to make substantiated marketing and public relations claims surrounding the environment and sustainability.

