



News Release

For Immediate Release

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Recognizing Need, Industry Launches Website to Explain “Energy Choice”

WASHINGTON, D.C. (February 1, 2012) – The American Coalition of Competitive Energy Suppliers is building and launching a set of tools for home and business owners across the country to better understand energy choice. Today, the group announced the first and most comprehensive tool for consumers – the new website www.CompetitiveEnergy.org

ACCES, intentionally pronounced like the word *access*, is a group of retail natural gas and electricity suppliers who work to provide clear and accurate information about the benefits of competition, empowering consumers to make informed decisions that best meet their individual needs when purchasing energy from competitive suppliers.

The new website explains what energy choice is, the benefits of choice, how consumers can shop for a supplier, and offers specific information on the unique features of each state marketplace. Content on the site is designed for easy access by consumers, policymakers, and the news media.

“Consumer education is a key component of customer satisfaction,” said Michael Meath, spokesperson for ACCES. “This website helps to articulate information about energy competition in terms easily understood by the consumer in order to raise awareness about the benefits of choice, including value-added products and services provided by suppliers.”

In the coming months, ACCES will also launch a series of videos to help consumers learn more about how energy choice works and to answer some of the most commonly asked questions.

For more information about ACCES, visit www.CompetitiveEnergy.org.

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