

Product Content Label

Pure Power is sold in half-blocks of 500 kilowatt-hours (kWh), full-blocks of 1,000 kilowatt-hours (kWh) or matches 100% of your estimated electricity usage. Half-blocks (500 kWh) are for residential customers only. Full - blocks (1,000 kWh) are available for all customers. The percent of use product matches 100% of your estimated electricity usage and is available for residential and certain classes of commercial customers. This table provides the renewable resource mix in Pure Power in 2016, as well as the projected resource mix in 2017.

Green-e Energy Certified New¹ Renewables in Pure Power

	2016 - Historic ²	General Location	2017 - Prospective ³	General Location
Wind	100%	Missouri	100%	Missouri, Kansas

¹ [For Prospective Product Content Label (PPCL)] Minimum of 50% of the renewable generation facilities supported by Pure Power must be located in Missouri.

² These figures reflect the power delivered to Pure Power's customers in 2016.

³ For 2017, Eligible New Renewable Resources include generation facilities that first began commercial operation within the past 15 years.

For comparison, the current average mix of resources supplying Ameren Missouri customers include: Nuclear 24.1%, Coal 70.1%, Gas/Oil 0.8%, Renewable 5.0%. This resource mix was prepared in accordance with Ameren Missouri.

The average home in Ameren Missouri's territory uses 1,060 kWh per month. Source: Ameren Missouri

For specific information about this electricity product, please contact Ameren Missouri, at 1-800-552-7583, or email PurePower@Ameren.com or visit www.AmerenMissouri.com/PurePower.



Green-e Energy certifies that Pure Power meets the minimum environmental and consumer protection standards established by the nonprofit Center for Resource Solutions. For more information on Green-e Energy certification requirements, log on to www.green-e.org.

Price Terms and Conditions



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Company:	Ameren Missouri
Whom should I contact for more information?	For information about Pure Power or to sign up for the voluntary program, visit the Ameren Missouri website at www.AmerenMissouri.com/PurePower or call 1-800-552-7583.
How will I be billed?	Participants who voluntarily enroll in the program will see a line item on their Ameren Missouri bill each month for Pure Power which will represent the additional charges over and above their regular utility bill.
How will my bill be calculated?	<p>Residential and Small Commercial Customers: Usage-Based Option: Ameren Missouri residential and small commercial customers participating in Pure Power will be charged an additional 1.0 cents per kilowatt-hour (kWh) for 100% of their energy usage. Example: energy usage is 1,000 kWh per month. Pure Power charges are 1.0 cents x 1,000 kWh = \$10 extra per month.</p> <p>Block Option for all customers including medium and large businesses: All Ameren Missouri customers are able to participate by purchasing 1,000 kWh "blocks" of Pure Power for \$10 per block. These customers can purchase as many blocks as they want. Example: A business elects to buy 10 blocks per month. Pure Power charges are 10 blocks x \$10 = \$100 premium per month.</p> <p>Residential customers have the option to participate by purchasing a 500 kWh "half-block" of Pure Power for \$5.00 per half-block.</p>
How much will my total electricity service cost, including utility charges?	<p>Residential and Small Commercial Customers: Usage-Based Option: Based on a monthly average usage of 1,000 kWh, the following provides an estimate for a 2017 electricity bill and highlights the Pure Power premium for supporting local renewable energy. Your actual bill will vary based on your use of electricity.* (*does not include municipal taxes or fuel adjustment charges)</p> <p>Average Monthly Electricity Cost (\$99.00) + Pure Power (\$10.00) = \$109.00 Total</p>
Will my rates change over time?	While the cost of regular electricity may vary over the years the premium for Pure Power will remain consistent for the duration of this program which runs until April 30 th , 2018.
What sources will be used in my certified product?	A minimum of 50% of the renewable generation facilities supported by Pure Power must be located in Missouri. Non-Missouri renewable generation will be sourced from Kansas. Please see the Product Content Label for additional details about the product mix.
If I want to terminate this agreement, what is the early termination fee?	There is no termination fee for residential or commercial customers.
What length of agreement/contract is required?	There is no minimum length of agreement for customers. Participants enroll once in Pure Power and remain enrolled unless they choose to cancel. All customers can cancel at any time without penalty.
What other fees might I be charged?	No other fees apply.
What happens if I move?	If you move within Ameren Missouri's service territory, you will need to re-enroll in Pure Power.