

Utility Rate Notification  
10600 Industrial Ave. Suite 100  
Roseville, CA 95678

ATN: PG&E CUSTOMERS IN [XXXXXXXXXX] COUNTY

[X]First Last]  
[X]Address]  
[X]City, State ZIP]

Utility Rate Notification  
10600 Industrial Ave. Suite 100  
Roseville, CA 95678

Customer Service: 1-866-416-6547  
Mon-Fri 9:00 a.m. to 6:00 p.m. PST  
Notification Number: SL14100547  
Notice Date: October 17, 2014

**ESTIMATED RATE REDUCTION**

**17.23%\***

ATN: PG&E CUSTOMERS IN [XXXXXXXXXX] COUNTY

[X]First Last]  
[X]Address]  
[X]City, State ZIP]

[X]First XLast],

Due to the passage of Public Utility Code 2627, certain Pacific Gas & Electric (PG&E) customers may be eligible for an electricity rate reduction.

Public Utility Code 2627 has legalized what's called an onsite solar electricity provider. Unlike PG&E, an onsite provider is never allowed to raise their rates, even in times of high demand.

Unfortunately, only certain PG&E customers are eligible for this rate reduction.

Call 1-866-416-6547 to see if your home can be added to the list of approved residences.

To be considered for the program, you must pass three (3) tests:

- I. Pay PG&E more than \$93.68 per month for electricity
- II. Be a homeowner with a good credit standing
- III. Be on a PG&E residential E-1, E-6, or E-7 rate schedule

Due to overwhelming demand, please ensure that your home meets ALL three (3) criteria above before calling. When calling, prepare for a short hold followed by a four (4) minute application.

If your home is approved, it will receive an estimated 17.23% rate reduction. As the participating onsite solar electricity provider, Solar Universe Inc. (CSLB#939976) is never allowed to raise rates, even in times of high demand. Furthermore, Solar Universe is not allowed to impose upfront fees or upgrade charges of any kind.

**Call 1-866-416-6547 to Confirm Eligibility**

\*The estimated rate reduction above assumes that (a) your home and electric bill qualifies and (b) that Solar Universe offsets 70% of your current electricity consumption with onsite solar electricity generation. Your utility company and local government are not associated or affiliated with Solar Universe and nothing herein is an express or implied endorsement by your utility or local government of Solar Universe.

10600 Industrial Ave Suite 100  
Roseville, CA 95678

**What if PG&E had to buy power from you?**

Mark Longname  
12345 Anystreet Avenue  
Yourtown US 98765-9876

**SOLARUNIVERSE**  
1152 South Street • Livermore CA 94551

**IT'S THE LAW**  
PG&E is required to buy power from you. And you can get started on it without spending any money upfront.

**CALL 866-517-5525 to find out how to Repower with Solar Universe!**

Mark Longname  
12345 Anystreet Avenue  
Yourtown US 98765-9876

Dear Mark,

It is not an "if" The State of California demands that **PG&E buy electricity from you at the highest applicable rate** when you generate power with a solar system for your home.

Plus, government incentives and very favorable finance options mean a state of the art solar power system can easily be yours with **no upfront cost**. **Call us at 866-517-5525** and find out how to **Repower with Solar Universe**.

**Solar Energy: Now you've got the power**

The law says PG&E has to credit you with the full retail value for every bit of energy your system feeds to the grid. So surplus power created when rates are highest runs your electricity meter backwards. At other times of day, PG&E bills you at lower rates than you are using, leaving you with the utility — giving you the power!

**Three great reasons to lock in low cost:**

- 1. Immediate Savings** You can start saving immediately and with **no upfront cost**. Even better, you can delay your years to come — enough to shave years off a mortgage or retire a little earlier!
- 2. Great Value, Guaranteed** Proven technology, declining solar system costs, government incentives and new financing options mean even more savings. Plus, you enjoy a 20-year performance guarantee.
- 3. It's Easy** Our end-to-end service means every detail regarding the design, financing and installation of your system is free of worries and hassles. Customers often comment on how fast and smooth the whole process is.

**Nationally**  
Solar Universe is one of America's top solar companies and all of our branches are locally owned and operated — just like our Sacramento office, so your regional needs are met.

*Joe Miller*  
Joe Miller  
Executive Vice President, Solar Universe

PS: Electricity rates recently rose and bigger increases using your power to protect your household's lifestyle using solar energy. **Call us at 866-517-5525** to Or visit: SolarUniverse.com/LowerMyBill

**See What Solar Can Do for You**  
Call 866-517-5525 to see how much you'll save when you Repower with Solar Universe. Your savings can enable you to:

**Remodel your home** **Shave years off your mortgage** **Retire earlier** **Send your kids to college**

**Call 866-517-5525 to Repower with SOLARUNIVERSE**  
Visit SolarUniverse.com/HowManyBills

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**How many electricity bills does it take to send a kid to college?**  
Or to remodel your home, or retire early or buy a new car ...

Mark Longname  
12345 Anystreet Avenue  
Yourtown US 98765-9876

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1152 South Street • Livermore CA 94551

**Q. How many electricity bills does it take to send a kid to college?**  
**A. Too many. Repower with Solar Universe and save for the things that really matter. Call 866-675-2432!**

Mark Longname  
12345 Anystreet Avenue  
Yourtown US 98765-9876

Dear Mark,

Today you may be paying PG&E more than you need to. **But now solar energy gives you a choice in how you pay for power.** A home solar system starts saving you money immediately and because it protects you from future rate hikes, saves enough to help pay for college tuition, a home remodel, shave years off your mortgage or even let you retire a little earlier.

Even better: Lower solar panel costs, government incentives and new finance options make generating power from the sun very affordable. **Best of all, a solar power system can be yours with no upfront cost.** **Call 866-675-2432** and find out how to **Repower with Solar Universe**.

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Generating your own electricity from the sun protects your household from rising PG&E rates so you can start planning for life-changing improvements from the day you turn on your system.

**Three great reasons to lock in low energy prices with Solar Universe right now**

- 1. Immediate Savings** You can start saving immediately and with **no upfront cost**. Even better, you can avoid rate hikes by locking in those savings for years to come — enough to shave years off a mortgage or retire a little earlier!
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**5 minutes now could save you \$1,000s: Call us today!**  
With just your address and current electricity bill we can tell if solar is right for you. **We promise you:**

- We'll recommend solar only if we see a savings opportunity for your household.
- We make solar easy. From design to installation, we handle it all.
- You save money from Day 1 and lock in your savings for 20 years.

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**See What Solar Can Do for You**  
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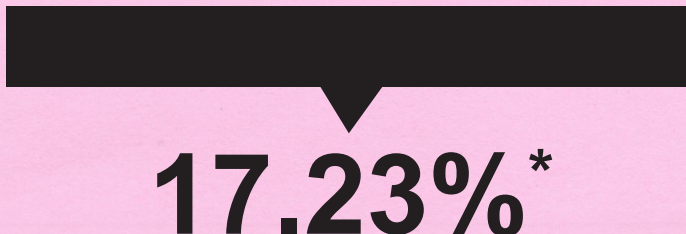
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### **Solar Energy: Now you've got the power**

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### **Three great reasons to lock in low energy prices with Solar Universe right now**

- 1. Immediate Savings** You can start saving immediately and with no upfront cost. Even better, you can defy rate hikes by locking in those savings for years to come — enough to shave years off a mortgage or retire a little earlier!
- 2. Great Value, Guaranteed Performance** Proven technology, declining solar system costs, government incentives and new financing options mean even more savings. Plus, you enjoy a 20-year performance guarantee.
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### **Nationally known, locally owned**

Solar Universe is one of America's top solar companies and all of our branches are locally owned and operated – just like our Sacramento office. As your neighbors, we really care — as thousands

*Please read on...*

of customers like these will affirm:

*I love my solar system from Solar Universe...we now have virtually no electricity charges from PG&E. —Hatchoat Residence, Fresno CA*

*Exceeded my expectations for how fast they created engineering plans, got permits, delivered system, installed and interconnected system. Great customer service!  
—Chiosea Residence, Sacramento CA.*

*Solar Universe is a company you can trust, and rest assured you will be treated professionally and honestly. —Young Residence, Santa Rosa CA*

### **Assume control and enjoy the rewards**

Many who have switched to solar with us save enough money every month to shave years off their mortgages or even retire earlier. Enjoy the same, with the power to take control over your electricity bill. **Call 866-517-5525** to arrange for a FREE estimate showing how much you can save, today!

Sincerely,



Joe Miller

Executive Vice President, *Solar Universe*

P.S. Electricity rates recently rose and bigger increases are on the way. But the law gives you the power to protect your household's lifestyle against utility rate hikes using solar energy. **Call us at 866-517-5525** to Repower with Solar Universe now!  
Or visit [SolarUniverse.com/LowerMyBill](http://SolarUniverse.com/LowerMyBill)



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**SOLARUNIVERSE™**

# See What Solar Can Do for You

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Your savings can enable you to:



*Remodel your home*



*Shave years off  
your mortgage*



*Retire earlier*



*Send your kids to  
college*

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Or to remodel your home, or retire early or buy a new car ...

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