

Take control of your electricity costs.

Mark and Anita are small business owners. They're getting ready for the switch to Time-of-Use electricity rates.

They run a store and mail-order business, using six cash registers, 15 fluorescent lights, central air, computers and monitors, a soft-drink cooler and a full-sized fridge in their basement. These appliances add up to an annual electricity bill of \$2,500.

They know that energy conservation will be good for their business and are looking for ways to become more cost effective in the way that they use electricity. When they make the switch to Time-of-Use rates, they will pay less to run equipment at night and over the weekend and more if they leave it all on during the day.

So Mark and Anita have decided to make some changes. From now on, they've decided to switch off some of their lighting near the windows to take advantage of the natural light, use their programmable thermostat to reduce the amount of heating and cooling used when the store is closed, and turn off their computers at the end of the work-day. These changes will reduce their energy use by eight per cent – and will help them better manage their electricity costs. They are also contacting their local distribution company to see if there are financial incentives to help with the costs of retrofits.

This brochure will explain how Time-of-Use electricity rates work and how to make them work for you.



Becoming more energy-efficient makes good business sense. Here are a few simple things you can do to reduce your electricity consumption:

- Turn off lights that are not being used, especially in vacant offices, meeting rooms, restrooms, copy rooms, break rooms and storage areas.
- Replace incandescent light bulbs with energy efficient compact fluorescent light (CFL) bulbs. You may want to consider installing T8 fixtures for even greater efficiency.
- When buying new heating and cooling equipment, select the most energy-efficient.
- Caulk and weather-strip around doors, windows, through-the-wall or window-type HVAC units, electrical outlets and outside features like chimneys.
- Maintain the right temperature in refrigerators and freezers. Refrigerators should be set between 1°C and 4°C; freezers should be set between -15°C and -18°C.
- Install auto door-closers and strip curtains on walk-in freezers or coolers.
- In summer, set thermostats to 25°C and raise them to 28°C when the business is unoccupied, using a programmable thermostat.

To find out more about Time-of-Use rates go to www.tbhydro.com or call (807) 343-1131

Power. Smarter.



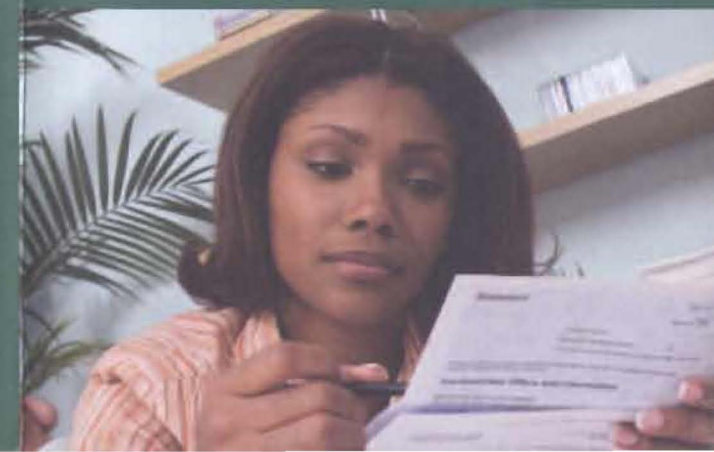
For more information visit:
www.ontario.ca/powersmarter



INTRODUCING TIME-OF-USE RATES

A Quick Guide

Get your business
ready for Time-of-Use
electricity rates



Introducing a new way to manage your electricity costs and be part of the province's conservation plan.

SMART METERS and Time-of-Use rates are new energy management tools that will enable you to help smooth "peak demand".

When we're all using a lot of electricity at the same time we create "peak demand" periods. And supplying electricity at those peak times has a range of impacts:

- It adds to our electricity costs because higher demand leads to higher prices.
- It's hard on the environment because meeting the peaks may require the building of additional electricity generation plants.
- It adds to the amount of new generation, transmission and distribution infrastructure Ontario must build; and consumers must pay for.
- It puts a strain on our electricity system.

So working together to reduce our use at peak times makes good sense.

Want to know more? Read this Quick Guide to Time-of-Use rates, then go to www.tbhydro.com today - and discover how TOU rates can help you manage your electricity needs.

Note: if you currently purchase your electricity commodity through a retailer, you will continue to follow the terms and price stated in your contract.

The bottom line on electricity use.

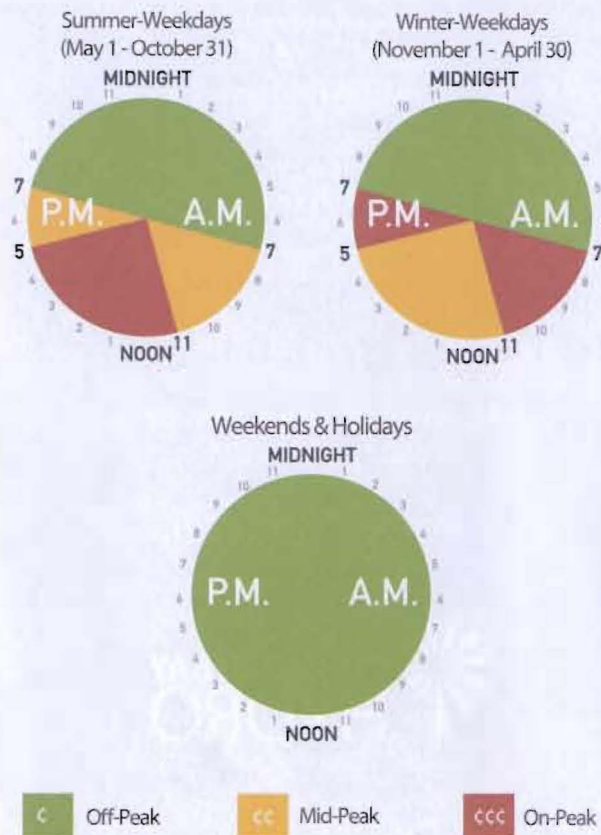
As a business owner, you're always looking for ways to cut costs. When you make the switch to Time-of-Use rates, you might want to take a few minutes to look for new ways to take control of your electricity use. You may find that there are only a few things you can do to shift your electricity use to off-peak times, but there are likely a number of ways you can become more energy efficient overall.

Look around you. Have you been meaning to replace some aging equipment? Are the lights often left on when no one's around? Is there some equipment you can run at different times of the day? Just being aware of how much electricity you use and when you use it is the first step to taking control of your electricity use.

Timing is everything.

With Time-of-Use rates, there will be three different rates: off-peak, mid-peak and on-peak. These prices are regulated by the Ontario Energy Board and can change every May and November. The Charts below show at what times of day and week the new prices will apply.

Why are there three different prices? The price goes up when demand for electricity is high: it is lowest when demand is at its lowest.



Note: Visit the Ontario Energy Board at www.ontarioenergyboard.ca for current pricing.

For businesses looking to better manage their electricity costs, here are some options:

- Don't pay for what you don't use. Have a look around your business for any unnecessary electricity use. Is your air conditioner on high and the front door open? Are computers left on overnight when they are not being used? Turning equipment down or off when it is not needed means you only pay for what you use.
- Make the shift. See if there are ways you can shift energy-intensive activities to off-peak hours to take advantage of Time-of-Use rates. Prices are lowest on weekdays between 7 p.m. and 7 a.m. and all day on weekends.
- Conserve and save. Conserving energy can help reduce your overall costs. You can get more from your energy dollar by properly maintaining your existing equipment and switching to more energy-efficient equipment and lighting options.
- Look for incentives. Thunder Bay Hydro offers energy efficiency programs to help small businesses reduce electricity demand. Contact Thunder Bay Hydro to see if you qualify. You can learn more at tbhydro.saveonenergy.ca.
- Track your energy use. Monitoring your energy use from bill to bill will also help you get a better sense of how to better manage your electricity costs. The Ontario Energy Board (OEB) provides a breakdown of the complete electricity bill at www.ontarioenergyboard.ca.

