

Are electricity costs affecting your business?

With the ENMAX Energy / AHLA Power Program, you can reduce your exposure to electricity market volatility and secure a competitive electricity rate* through the buying power of the AHLA. Over 50% of AHLA members are currently participating in the Power Program and taking advantage of the stability offered by long-term electricity contracts and group wholesale pricing.

Key benefits:

- ▶ Competitive electricity rates*
- ▶ Electricity rate* certainty in a volatile energy market
- ▶ Flexibility to add locations as needed at current electricity market prices
- ▶ Renewable energy purchase options
- ▶ Reasonable credit requirements
- ▶ Dedicated Alberta-based customer service team

What can you do about it?

Complete and return the attached documents by fax to the AHLA at 780.436.5404

- ▶ AHLA Letter of Interest / Non-Disclosure Agreement
- ▶ ENMAX Energy Consent for Gathering, Use and Release of Customer Information (Load Release)
- ▶ ENMAX Energy Customer Information and Consent Form (Credit Application)

Your intention to participate in the program will be confirmed when the AHLA has received the executed Letter of Interest / Non-Disclosure Agreement, Load Release Form and Credit Application.

Want more information?

- ▶ Visit our website at www.ahla.ca
- ▶ Email the AHLA at mvp@ahla.ca or call 1-888-436-6112
- ▶ Email ENMAX Energy at ahla@enmax.com or call 1-866-331-2199

* Some conditions, administration, termination, other fees and taxes beyond the electricity rate also apply.

You can choose any retailer listed at www.ucahelps.alberta.ca or at 310-4822. Electricity delivery to your home or business isn't affected by your choice of retailer.

**ELECTRICAL ENERGY
LETTER OF INTEREST / NON-DISCLOSURE AGREEMENT**

TO: Alberta Hotel & Lodging Association

The undersigned member ("Member") wishes to participate in the Alberta Hotel & Lodging Association's / ENMAX Energy Corporation ("ENMAX") Power Program. The Alberta Hotel & Lodging Association ("AHLA") and the Member agree as follows:

1. The Member shall not disclose information regarding this program to any other company, association, group or member thereof. The Member acknowledges that disclosure of this information could affect the base price if other parties compete in the purchase of electricity.
2. This letter of interest indicates that the Member has agreed in principle to participate in the ENMAX Energy / AHLA Power Program. However, for the purposes of certainty, the AHLA/ENMAX acknowledges that the Member is not bound to purchase any electrical energy through the AHLA's program unless and until the Member gives such authorization through a duly executed contract.
3. The AHLA and ENMAX are authorized to use information provided by the Member for the purpose of load aggregation and credit evaluation.
4. Electrical energy will be purchased by the supplier in a quantity sufficient to fulfill the base load requirements of participating properties.
5. Information provided by the member is confidential and will only be used in the aggregate. The Member agrees to share their information for the purposes of education, information and program development. It is understood that this information will be held in the strictest confidence by the AHLA and used only in connection with its present and proposed contractual dealings.
6. This Agreement is subject to the laws of the Province of Alberta.
7. The AHLA is not responsible for errors or omissions.

AGREED AND ACCEPTED this _____ day of _____, 201__.

MEMBER:

ALBERTA HOTEL & LODGING ASSOCIATION:

Per: _____

Per: _____

Signature

Hotel Name: _____

Legal Name _____

Contact Name: _____

Title: _____

Address: _____

Telephone: _____

Fax: _____

Email Address: _____

Current Contract Provider: _____

Contract End Date: _____

**Please review all information to ensure it is complete.
Please fax to the AHLA at (780) 436-5404.**



ENMAX Energy Corporation
 141 – 50 Avenue SE
 Calgary, AB T2G 4S7
 Tel (403) 514-2199
 Fax (403) 514-1718

Consent for Gathering, Use and Release of Customer Information

_____, (the "Customer") hereby requests and authorizes ENMAX Energy Corporation and ENMAX Commercial Energy Marketing Inc. (collectively, "ENMAX") to request and receive for a period of twelve (12 months) on the Customer's behalf Customer historic usage information (the "Information") from the Wire Service Provider(s) or Load Distribution Company(ies) (as indicated below by the Customer) related to the Site ID(s) or Service Location(s) listed below and acknowledges that the release of the Information may be subject to a fee in accordance with the terms and conditions and tariffs of the applicable Wire Services Provider(s). The Information ENMAX obtains will be used for the purposes of providing retail electricity services, and will not be disclosed except where required by law. Customer consents to ENMAX retaining, using and disclosing the Information in this way unless Customer advises ENMAX otherwise. Customer agrees to hold harmless ENMAX from any claims, damages, or expenses resulting to any person by reason that the Information provided by the Wire Service Provider(s) or Load Distribution Company(ies) is inaccurate.

Wire Services Provider(s) - Check all that apply	
<input type="checkbox"/> ENMAX Power	<input type="checkbox"/> ATCO Electric
<input type="checkbox"/> EPCOR	<input type="checkbox"/> Lethbridge
<input type="checkbox"/> FORTIS	<input type="checkbox"/> Ponoka
<input type="checkbox"/> Red Deer	<input type="checkbox"/> Fort Macleod
<input type="checkbox"/> Cardston	<input type="checkbox"/> Crowsnest Pass

Site(s) and Service Location(s) as provided by the Customer *	
Site ID	Service Address

*additional space provided on page 2 for Sites and Service Locations if required

- If the Customer is a corporation, then the individual executing this document certifies that he/she has the authority on behalf of the Customer to bind the Customer in this regard (please select if applicable)
- If an agent or consultant is acting on behalf of the Customer, then the agent or consultant certifies that he/she/it has the authority to bind the Customer in this regard (please select if applicable)

<p>In executing this document, the Customer acknowledges the following statement as provided by ENMAX:</p> <p>You can choose any retailer listed at www.ucahelps.alberta.ca or at 310-4822. Electricity delivery to your home or business isn't affected by your choice of retailer.</p>	Customer:	_____
	Agent/Consultant (if applicable):	<u>Alberta Hotel & Lodging Association</u>
	Signature:	_____
	Name:	_____
	Title:	_____
	Date:	_____



ALBERTA HOTEL & LODGING ASSOCIATION



ENMAX Energy Corporation
141-50 Ave SE
Calgary, AB T2G 4S7

Customer Information and Consent Form

10309(2004-01)

Company Information

COMPANY LEGAL NAME		OPERATING OR TRADE NAME	
ADDRESS (Number, Street)	(City)	(Prov)	(Postal)
TELEPHONE	FAX	EMAIL	
IN BUSINESS SINCE	TYPE OF BUSINESS /INDUSTRY	A/P CONTACT NAME	A/P CONTACT PHONE

Bank/Financial Institution Reference

BANK/FINANCIAL INSTITUTION		CONTACT PERSON	
ADDRESS (Number, Street)	(City)	(Prov/State)	(Postal/Zip)
TELEPHONE	FAX	ACCOUNT NUMBER	

Customer Consent

_____ (the "**Customer**") agrees with the following:
(Company Legal Name or Name of Owner/Principal if unincorporated)

(i) The information supplied in this Information and Consent Form is correct to the best knowledge of the undersigned.

(ii) The Customer authorizes ENMAX Energy Corporation and its Affiliates* (collectively "**ENMAX**"), to collect, use and exchange credit history and other related financial information (the "**Information**") regarding the Customer necessary for the purpose of evaluating the Customer's credit which may include a bank reference. All such information will be held confidentially and will not be disclosed to any third parties unless required by applicable law or regulation, or as required by external advisors under confidentiality agreement. This consent is effective as of the date below and will remain effective for the duration of any resulting retail services or similar agreement.

(iii) Except as provided for under this Information and Consent Form, the Customer does not authorize the disclosure of the Information to any retailer.

(iv) The undersigned is duly authorized to execute this document on behalf of the Customer.

Company Legal Name

AUTHORIZED SIGNATURE _____ YYYY MM DD

X

TITLE _____

*"Affiliates" means affiliates as defined in the *Business Corporations Act* (Alberta).

INTERNAL USE ONLY

- EFT APPLICATION / VOID CHEQUE
- COPIES OF LAST 6 MONTHS INVOICES WITH CURRENT PROVIDER
- FINANCIAL STATEMENTS IF LOAD IS OVER 7500 MWhs / YEAR
- CONFIDENTIALITY AGREEMENT, IF REQUIRED



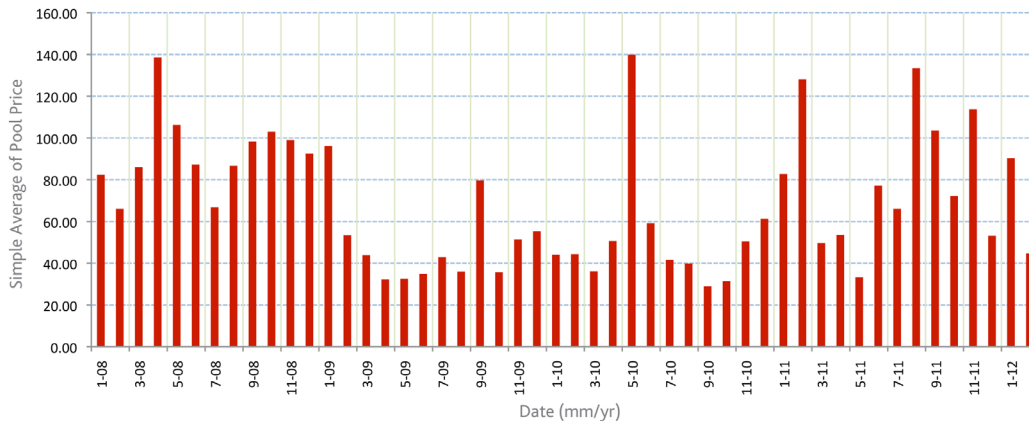
ENMAX Energy / AHLA Power Program



Are electricity costs affecting your business?

Electricity is a volatile commodity – prices are unpredictable and can fluctuate significantly within an hour, month to month or year over year. Alberta's deregulated energy markets can appear complicated and confusing to even the most savvy business operator.

AESO Load Weighted Average Pool Price*



AESO Load Weighted Average Pool Price*

SOURCE: Alberta Electric System Operator
Pool Price Report, January 31, 2012 <http://ets.aeso.ca>

*The information displayed in this advertisement is not predictive of future energy market conditions or prices and should not be relied on as being so. ENMAX Energy Corporation including without limitation its subsidiaries, affiliates, directors, officers and employees makes no express or implied representation or warranty, and shall have no liability whatsoever for the accuracy, completeness, usefulness or reliability of such information.

The ENMAX Energy / AHLA Power Program

Take advantage of the ENMAX Energy / AHLA Power Program to limit your exposure to electricity market volatility and secure a competitive electricity rate through the buying power of the AHLA. ENMAX Energy's experienced team will work with you to help you understand and manage your property's energy needs. Over 400 AHLA members are currently participating in the power program and enjoying the stability offered by long-term electricity agreements and group wholesale pricing.

Key Benefits:

- Competitive electricity rates
- Electricity rate certainty in a volatile energy market**
- Flexibility to add locations as needed at current electricity market prices
- Online, dynamic billing and reporting systems
- Renewable energy purchase options
- Reasonable credit requirements
- Dedicated customer service team

** Some conditions, administration, other fees and taxes beyond the electricity rate also apply.

Sign up now to qualify for the next group power purchase!

1. To receive contract documentation, please complete and return the following documents by fax to the AHLA at **780.436.5404**.
 - AHLA Letter of Interest / Non-Disclosure Agreement
 - ENMAX Energy Consent for Gathering, Use and Release of Customer Information (Load Release)
 - ENMAX Energy Information and Consent Form (Credit Application)
2. Your intention to participate in the program will be confirmed when the AHLA has received the executed Release Form and Credit Application documentation.

Don't miss out! Contact the AHLA by April 30th, 2012 to be included in the June group power purchase.

Want more information?

- Visit the AHLA website at www.ahla.ca
- Email the AHLA at mvp@ahla.ca or call 1-888-436-6112
- Email ENMAX Energy at ahla@enmax.com or call 1-866-331-2199



for you™

ENMAX Energy / AHLA Power Program



ENMAX Energy at a glance

ENMAX Energy Corporation is the competitive generation and retail subsidiary of ENMAX Corporation providing electricity and renewable energy products, customer care and energy management services. ENMAX Energy serves residential, small and large commercial businesses, industrial and institutional organizations across Alberta.

ENMAX Energy's flexible energy solutions can be tailored to customer needs and assist in reducing risk, energy consumption and environmental impact.

ENMAX Energy, as of December 31, 2010

Electricity Sold to Customers	17,172 GWh
Customer Peak Demand	3,066 MW

*ENMAX Corporation
(in millions unless otherwise stated)*

Total Revenue	\$2,404
Net Earnings	\$178
Total Assets	\$3,883
Number of Employees	1,646
Ownership	100% City of Calgary owned

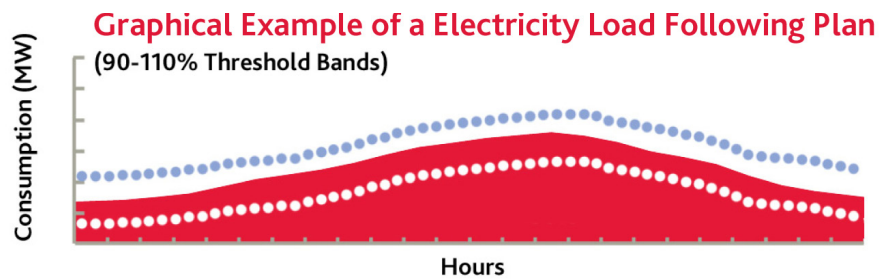
Making it Easy - Two Plans Made to Fit

The ENMAX Energy / AHLA Power Program offers AHLA members a choice of two options, helping you make the right choice for your business.

Electricity Load Following Plan

If you are a hotel, motel or campground with predictable usage, then the Load Following Plan may be optimal for your business. This Plan offers:

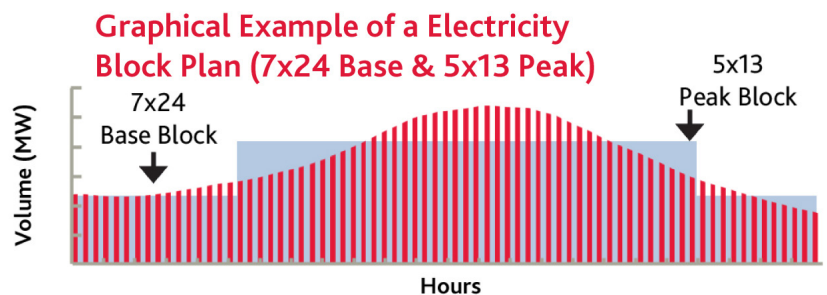
- A fixed electricity rate for established monthly energy amounts
- The ability to forecast energy costs on a month-to-month basis
- Protection from market price fluctuations and volatility
- Volume flexibility whereby your monthly consumption may vary within established threshold bands and still receive the contracted fixed electricity rate



Electricity Block Plan

This Plan offers a fixed electricity rate for an established volume of electricity for a specific period of time.

- An established fixed electricity rate for specific blocks of energy
- Blocks optimized to your usage pattern
- Elimination of market exposure for specific blocks of energy
- Reduction of your company's overall exposure to the volatility of the energy market



You can choose any retailer listed at www.ucahelps.alberta.ca or at 310-4822. Electricity delivery to your home or business isn't affected by your choice of retailer.

™ENMAX Corporation