

AHLA NATURAL GAS AGGREGATION PROGRAM

BE MARKET SMART

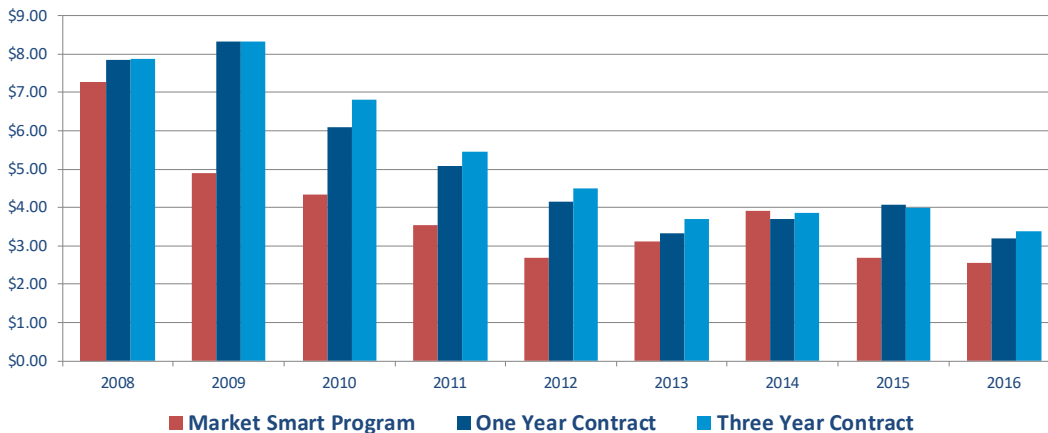
For over a decade Gas Alberta Energy (GAE) has been a trusted advisor to the AHLA. Providing Members with innovative buying strategies, industry leading customer service, unparalleled expertise and objective energy advice.

SAVE MONEY

The Market Smart™ program utilizes GAE's proprietary pricing methodologies and market expertise to offer strategic hedging designed to anticipate to favorable market conditions maximizing value for our customers. Using combination of floating and fixed gas rates, The Market Smart™ optimizes price to annually outperform traditional fixed and floating rate alternatives available in Alberta.



Alberta Hotel & Lodging Association
Natural Gas Aggregation Program: Market Smart



Since 2006, GAE has saved AHLA program members:
over \$10 million*



*compared to 3-year contract alternatives.

YOU DON'T HAVE TO COMPROMISE

Gas Alberta doesn't think you should have to choose between value and cost assurance. AHLA Members have access to buying options that offer:

- 🔥 The best available natural gas price while providing cost certainty for budgeting.
- 🔥 Protection from price increases during high demand periods with an opportunity to participate in the market when prices are low.
- 🔥 A dedicated customer service team providing unrivaled expertise, support and objective advice at no additional cost.

YOUR CHOICE

For over a decade GAE has been a trusted advisor to the AHLA. Providing Members with innovative buying strategies, industry leading customer service, unparalleled expertise and objective energy advice.

TAKE ADVANTAGE OF THE PROGRAM?

1. Fill out the attached form.
2. Email the AHLA at mvp@ahla.ca or call 1.888.436.6112.
3. Or contact the Gas Alberta Team - Ashley Hargrave at ahargrave@gasalberta.com or call 403.509.2600.
4. Stop wondering about your natural gas bill.

Once completed please email a scanned copy to ahargrave@gasalberta.com

FEATURED NATURAL GAS PROGRAMS

To accurately predict natural gas prices, it is essential to understand the mindset of market participants. Traders are market makers while producers and consumers are market takers. Traders have a distinct advantage in that they understand the market intricacies of seasonal price cycles, market sentiments and fundamentals. By employing a similar approach to hedging as those used by traders, GAE has developed “Tactical Hedging” technics. Tactical hedging is like a trade position with a long-term outlook. If the hedge is not expected to be in the money, why do it.

NATURAL GAS PRICES ARE WEATHER DRIVEN

The average Alberta consumer uses up to 85% of their annual natural gas requirements between the months of October to April (referred to as the “extended winter” months). When temperatures drop, natural gas required for space heating increases and the incremental demand stimulates rising gas costs. By focusing on winter demand, GAE is in a better position to provide price certainty at the lowest cost when consumption is at its highest.

MARKET SMART™

Our Market Smart™ program utilizes GAE’s proprietary pricing methodologies and market expertise to offer strategic hedges designed to anticipate favorable conditions maximizing value for our customers. The Market Smart™ Program provides flexibility to determine the severity of winter before locking in a short term fixed price on up to 100% of a customer’s monthly consumption, offering protection from price volatility. The Market Smart™ program optimizes prices to annually outperform traditional fixed and floating rate alternatives available in Alberta.

EXTENDED WINTER PROGRAM™

The Extended Winter™ Program was introduced by GAE in 2005; to provide low-cost price certainty for Alberta natural gas consumers amidst an overpriced volatile natural gas market. Designed with a short-term hedging approach significantly reduced price premiums associated with long-term fixed price contracts while offering opportunities to purchase natural gas during low price cycles. The Extended Winter™ Program was GAE’s most successful hedging program (until the introduction of the Market Smart™ Program), outperforming all other fixed price options available to Alberta consumers.

DAILY INDEX (Alberta Spot Price)

Daily Index price is the daily weighted average price for each day on which gas is delivered to a Customer; it is the price that all other prices, regulated rates and fixed price contracts are marked against. Although it is the most volatile price, historically it has provided consumers with the lowest price and best value. GAE customers participating in the Market Smart™ and Extended Winter™ programs float at Daily Index during the months May through September when consumption is minimal.





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 Calgary, Alberta T3K 5P3
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Authorization and Release Form

Date: _____

I/We _____, ("Customer") hereby authorize Gas Alberta Energy to request Historical Usage Files ("HUF") for the site ID(s) or service location(s) listed below. **If the number of sites exceeds space given please attach separate sheet*

Site Name	Service Address	Site ID (13 Digits)

 Signature

 Name/Title

Customer Information (*required)

Legal Entity Name:(the "Customer") * _____

Operating Name: * _____

Mailing Address: * _____

City: * _____ Postal Code: * _____

Primary Contact (if different from above): _____ Title: _____

E-mail: * _____

Phone: * _____ Fax: * _____

The information in the section below is intended for contract purposes only. Should you choose to participate in the natural gas program this information is required

Billing Contact: _____

Phone: _____ Fax: _____

Billing Address: _____

City: _____ Postal Code: _____

Billing E-mail: _____

Emergency Contact: _____ Phone: _____

Emergency E-mail: _____