

Winning you over, as opposed to **taking** you over.

Who do you trust in a deregulated utility world: companies that suddenly change their strategy of competing for your customers to one of exploiting them, or a true industry leader who is committed to partnering with you to create a genuine win-win solution for an increasingly competitive environment? Simple Choice™ from en•able™ works to enhance the long-standing relationships that utilities have developed with their customers.

**DEREGULATION DEMANDS
IMAGINATION.**

Taking a bold approach to the future, en•able has created an array of unbundled

services and products to provide utilities with an aggressive and competitive platform that will foster success in an uncertain and changing marketplace. Today, Simple Choice is already available to over a million and a half U.S. households.

**THERE'S A SIMPLE ANSWER
FOR EVERYTHING.**

Simple Choice services and products include entertainment, communications, services for the home - and, of course, energy. And because customers can get service for them with one phone call, put them on their utility bill, and pay for them with one check, the bond between a utility

and its customer base is strengthened and an immediate new revenue stream is opened.

TIME TO MAKE A SIMPLE CHOICE.

Simple Choice is giving utilities a way to comfortably and confidently enter the deregulated marketplace. It builds brand. It fortifies a utility's relationship with its customers. And it's a new and logical way to generate revenue. Maybe it's time for your utility to make a Simple Choice. Call us at 1-888-6-enable.



Visit our website at: enablesimplechoice.com

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