



Introduction to Strategic Energy

About Strategic Energy

- Founded in 1986 in Pittsburgh, PA
- Licensed to serve electricity customers in deregulated energy markets including California, Connecticut, Delaware, District of Columbia, Illinois, Maryland, Massachusetts, Michigan, New Jersey, New York, Ohio, Pennsylvania and Texas
- Approximately \$1.5B in annual revenue
- Serving 11 percent of the Fortune 500
- Owned by Great Plains Energy (NYSE: GXP)

A Trusted and Innovative Energy Provider

Strategic Energy has helped companies devise and implement energy management strategies for 20 years. We are one of the largest competitive retail energy providers in the United States for small businesses, medium-sized commercial businesses and institutions and large multi-site energy consumers.

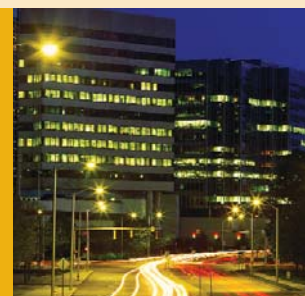
We're not a utility but an independent electricity provider that you can trust to help you devise and implement an effective energy management strategy. We offer:

- Innovative energy products and services that are tailored to your needs, business profile and geographic location
- A custom plan that meets your business and financial goals
- Unbiased purchasing strategies and objective advice
- Cost control through access to wholesale electricity markets
- Unprecedented opportunities to achieve competitive pricing in the electricity marketplace
- Education on energy products and regulatory issues
- Deregulation advocacy at the state and federal level

Our expertise encompasses a wide range of business segments, making it possible for us to develop energy strategies that anticipate your needs as few other energy providers can.

What's Your Energy Strategy?

To learn more about Strategic Energy, visit www.strategicenergy.com.





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Expertise in Diverse Markets

Markets served include:

- Retail
- Education
- Hospitality and restaurant
- Commercial real estate
- Government
- Health care
- Industrial

Advocacy for Electricity Choice

- We work with our customers and government agencies to promote retail choice.
- We provide customers with updates and insights on regulatory activities that could influence their choices for purchasing electricity.

Revenue

| | |
|--------------|-----------------|
| ■ 2006 | \$1,534,991,568 |
| ■ 2005 | \$1,473,977,000 |
| ■ 2004 | \$1,372,383,000 |
| ■ 2003 | \$1,091,043,000 |
| ■ 2002 | \$789,488,000 |
| ■ 2001 | \$411,862,000 |
| ■ 2000 | \$129,579,000 |

Leadership Team

- *Shahid Malik*, President and CEO
- *Andrew J. Washburn*, CFO
- *Michael R. Young*, Executive Vice President of Sales and Marketing
- *Jeffrey T. Buxton*, CIO and Executive Vice President of Information Technology
- *Jan L. Fox*, General Counsel, Corporate Secretary and Executive Vice President of Market Development
- *Janis D. Shaw*, Executive Vice President of Human Resources & Corporate Services

Learn More at www.strategicenergy.com

- Get a no-obligation electricity quote.
- Download *Energy Outlook*, our industry newsletter, featuring timely news on regulatory activities and buying strategies.
- Brush up on the basics of deregulation.
- Learn more about our corporate structure.

www.strategicenergy.com

Two Gateway Center
 Pittsburgh, PA 15222
 800.830.5923
info@strategicenergy.com

