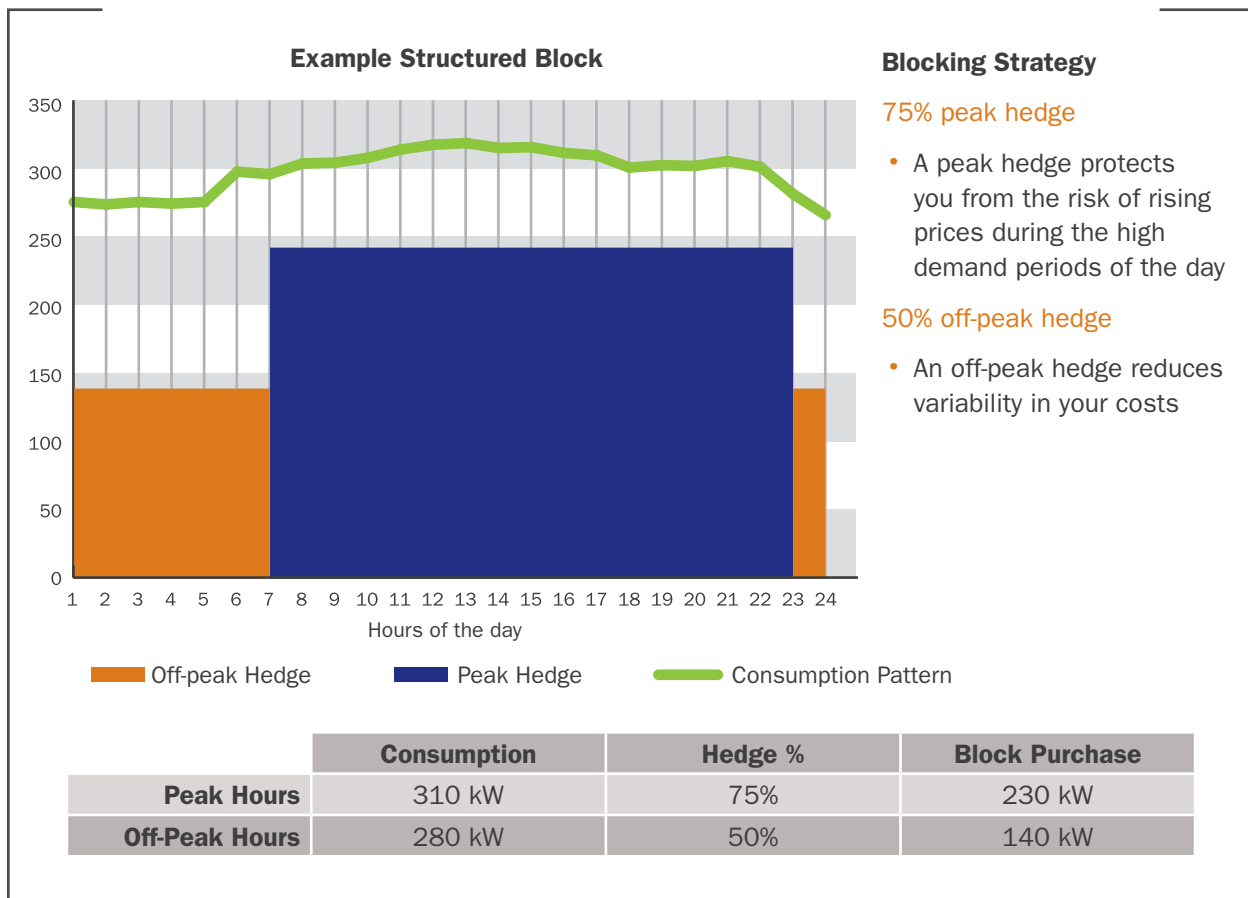


Structured Block Product

A structured block product is the right product for you if your consumption pattern is relatively stable throughout the year and you do not expect any big changes in your consumption in the near future. When you purchase a structured block product you are purchasing a number of blocks of power that closely match your consumption pattern. These blocks are structured to achieve a desired hedging strategy.



How do I structure blocks?

There are two ways to proceed with a structured block product.

1. You do it.

If you know your consumption pattern then you tell us what volume you want in the peak and off-peak hours.

2. Let us do it for you.

With your permission, we can download your consumption history from your LDC and Bruce Power Direct's team of pricing analysts will tailor a blocking strategy for you.

Common Questions:

What if I purchase 230 kW and only use 180 kW?

A structured block product is a fixed volume product. This means that you purchase a fixed volume of electricity from us and we will always charge you for 230 kW of electricity. What you do not consume we sell back to the grid at the prevailing market price and credit your bill for it, so that you don't pay for electricity that you don't use.

However, if you are concerned about purchasing more than you consume, consider a load following product.

If I purchase a peak block is there a pass through cost for off-peak consumption?

Bruce Power Direct is all about providing value to our customers. Unlike some of our competitors, you will never see any additional fees or costs added to your bill. If you purchase a peak block from us at \$50 that's all you'll ever pay. No hidden fees. No extra charges.

I like my LDC; why would I purchase from Bruce Power Direct?

Your local utility provides a huge list of valuable services, but protecting you from price risk is not one of them. By purchasing from Bruce Power Direct you get the advantage of dealing directly with the generator. We can stabilize your prices from our output of clean, reliable, 24x7 power.

Bruce Power Direct works with your local utility to provide our price stability to the LDC bill you have grown accustomed to. No changes to worry about.

For the Detail Oriented

	BLOCK TYPES				
	Peak	Extended Peak	Weekend Peak	Off-Peak	Baseload
Days	Mon – Fri	Mon – Sun	Sat, Sun	Mon – Fri; Sat, Sun	Mon – Sun
Daily Hours	16	16	16	8 (Mon – Fri) 24 (Sat, Sun)	24
Period (HE)	8 – 24			1 – 7; 24 (Mon – Fri) 1 – 24 (Sat, Sun)	1 – 24
Settlement	1. Settle through your utility with Distributor Consolidated Billing 2. Settle directly with Bruce Power Direct with a Contract for Differences (CfD)				
Available Terms	Monthly, Seasonal, Calendar (up to 5 years)				

