



**Electricity Facts Label ("EFL")**  
**Southwest Power and Light ("Southwest")**  
**Texas Independence Month to Month**  
**E-Plan with **GUARANTEED SAVINGS****  
**Version SWPLP111511 (As of April 19, 2012 )**

**Electricity Price**

<b>Average Monthly Use</b>	<b>500 kWh</b>	<b>1,000 kWh</b>	<b>2,000 kWh</b>
<i>Average Price per kWh by service area*</i>			
CenterPoint Energy ("CenterPoint")*	10.8 ¢/kWh	8.3 ¢/kWh	7.8 ¢/kWh
Oncor Electric Delivery Company ("Oncor")*	9.0 ¢/kWh	6.8 ¢/kWh	6.5 ¢/kWh
Texas-New Mexico Power Company ("TNMP")*	10.3 ¢/kWh	8.1 ¢/kWh	7.8 ¢/kWh
AEP Texas Central Company ("AEP-Central")*	10.6 ¢/kWh	8.1 ¢/kWh	7.6 ¢/kWh
AEP Texas North Company ("AEP-North")*	10.9 ¢/kWh	8.2 ¢/kWh	7.6 ¢/kWh
Sharyland Utilities, LP ("Sharyland")*	10.6 ¢/kWh	8.1 ¢/kWh	7.6 ¢/kWh

Thank you for choosing Southwest! Southwest is pleased to provide you with this variable price product and our **Lone Star Price Guaranty** (see below). The above price disclosures are based on average usage patterns and a base energy price of 4.1 ¢ per kWh for the CenterPoint area, 3.4 ¢ for the Oncor area, 4.3 ¢ for the TNMP area, 3.6 ¢ for the AEP-Central area, 4.1 ¢ for the AEP-North area, and 3.6 ¢ for the Sharyland area, plus all charges from your Transmission and Distribution Service Provider ("TDSP") and the Electric Reliability Council of Texas ("ERCOT") (collectively, "Delivery Charges"), a \$7.95 monthly customer-service-meter-fee (Southwest will not charge the monthly customer-service-meter-fee for each billing cycle in which you use at least 1,000 kWhs), and Public Utility Commission of Texas ("PUCT") fees and assessments.

In addition to Southwest's low price, you also have Southwest's "**LONE STAR PRICE GUARANTY**," pursuant to which the total price per kWh you will pay to Southwest under Southwest's Texas Independence Month to Month E-Plan **will be between 5% and 15% lower** than the total price to be paid per kWh during any twelve month period under any residential variable price product that is presently offered to the general public by Reliant Energy in the CenterPoint service area, TXU Energy in the Oncor service area, CPL Energy in the AEP-Central service area, WTU Retail Energy in the AEP-North service area, and First Choice Power in the TNMP service area, regardless of how many kWhs you consume during your service period.

The rates listed above are exclusively for first time customers signing up online at [www.southwestpl.com](http://www.southwestpl.com) and are in effect for the first billing cycle, after which the plan will convert to our standard, low month to month rate. Please see your Terms of Service for a full description of your actual price, Southwest's Lone Star Price Guaranty, and other applicable charges. Your actual average total price for the electricity service will vary according to your monthly usage, your maximum instantaneous peak load, costs of supply, market conditions, and the amount of Delivery Charges (as defined in your Terms of Service) at the time of your usage, as allowable under the Rules of the PUCT (<http://www.puc.state.tx.us/agency/rulesnlaws/subrules/electric/Electric.aspx>).

The above prices in the table do not include taxes or, for customers in the Oncor service area, the TDSP Underground Facilities and Cost Recovery Charge authorized by some cities. See your TDSP's tariff for a list of cities and authorized charges.

**Other Key Terms and Questions**

- **Except for price changes allowed by law or regulatory action, this price is the price that will be applied during your first billing cycle; this price may change in subsequent months at the sole discretion of Southwest. After the first billing cycle, regardless of any price changes, you will continue to experience savings, and your price will still adhere to your LONE STAR PRICE GUARANTY. Please review the historical price of this product available at [www.southwestpl.com/Docs/historicalpricingswpl.pdf](http://www.southwestpl.com/Docs/historicalpricingswpl.pdf) and toll free at (866) 941-SWPL or (7975).**
- \* Because this is an "E-Plan," your initial pricing as listed above also includes and assumes a 0.5¢/kWh discount for electing to authorize monthly payments of your invoices via automatic recurring withdrawals from your bank account(s) or charges to your credit card.
- At this time Southwest is unable to offer its Lone Star Price Guaranty in the Sharyland service area.
- This document is intended to summarize many provisions in your Terms of Service. See Terms of Service for a full listing of fees, deposit policy, and other terms.

<b>Disclosure Chart</b>	Type of Product	Variable Price (Subject to Your <b>LONE STAR PRICE GUARANTY</b> )
	Contract Term	Month to Month
	Do I have a termination fee or any fees associated with terminating service?	No
	Can my price change during the contract period?	Yes, <b>but your price will adhere to your LONE STAR PRICE GUARANTY.</b>
	If my price can change, how will it change and by how much?	Subject to your Lone Star Price Guaranty, your price can change on a monthly basis to reflect actual price changes that are allowed by the PUCT due to costs of supply, market conditions, and changes in law or regulatory charges. The price applied in the first billing cycle may be different from the price in this EFL if there are changes to TDSP charges; changes to the ERCOT or Texas Regional Entity administrative fees charged to loads; or changes resulting from federal, state or local laws or regulatory actions that impose new or modified fees or costs that are outside Southwest's control.
	What other fees may I be charged?	Fees not included in above price: <ul style="list-style-type: none"> <li>• Late Fee: 5% of past due balances;</li> <li>• Insufficient Funds (e.g., if your check bounces): \$40;</li> <li>• Reconnect (e.g., if you want us to reconnect you after your service has been disconnected for non-payment): \$20;</li> <li>• Duplicate Bills, Credit Reference Letters, and Disconnect Notices: \$3.50;</li> <li>• Collections Processing (if your account is past due and must be submitted to our collections department): \$20;</li> <li>• Legal Fees (if your account is past due and must be submitted to an outside collection firm or to litigation): 25%-40% of amount due; and</li> <li>• Information on non-recurring fees charged by your specific TDSP is available in your Terms of Service.</li> </ul>
	Is this a pre-pay or pay in advance product?	No
	Does Southwest purchase excess distributed renewable generation?	Yes
	Renewable Content	10%
	Statewide Average for Renewable Content	11.5%
<p><i>© 2011 Southwest Power &amp; Light is an authorized trade name of Texpo Power, LP, PUCT Certificate No. 10126.</i></p> <p><i>5773 Woodway Drive, Ste. 311, Houston, TX 77057; 866-941-SWPL (7975); 8am – 8pm, CST, Monday through Friday; 8am – 4pm, CST, Saturday;</i></p> <p><i>customer.care@southwestpl.com www.southwestpl.com</i></p>		