



ConEdison Solutions Entices Massachusetts Electricity Company Customers With Unique 'Price Match' Offer

October 17, 2005

Novel Initiative Targets Mid-Sized Businesses

BURLINGTON, Mass., Oct. 17 /PRNewswire/ -- In an energy marketing initiative believed to be the first of its kind in the nation, commercial, industrial and government energy users can now "name their own price" for electricity in the Massachusetts Electric Company service area, which includes 1.2 million customers and 168 Massachusetts communities.

The innovative marketing program was launched in early October by ConEdison Solutions, one of the largest energy services companies.

Under the new program, qualifying Massachusetts Electric Company customers are offered a cost-free membership in the "ConEdison Solutions PriceFinder Club" that allows them to establish "a personalized target price for electricity." Participants also receive a weekly price update that they can compare to their Massachusetts Electric Company rate. ConEdison Solutions notifies members when it is able to "meet or beat" the customer's target price. If a customer chooses to purchase energy from ConEdison Solutions, the user can sign a fixed- or variable-rate agreement over a set time period.

As an added incentive, users switching to ConEdison Solutions receive an energy market trends newsletter.

"In today's highly competitive energy market, major electric consumers can now turn to a reliable supplier offering the industry's most competitive product offerings and prices," said Jorge Lopez, vice president, retail commodity sales and services at ConEdison Solutions. "Our customers are confident in ConEdison Solutions because of our market expertise, our financial stability, and our record of accomplishment in the Northeast."

About ConEdison Solutions

ConEdison Solutions is a leading energy services company that provides cost-effective energy solutions for commercial, industrial, residential, and government customers. Based in White Plains, New York, with offices in Burlington, MA, Cherry Hill, NJ, and Arlington, VA, the company's dedicated team of energy professionals delivers a broad range of commodity, consulting, demand-side management and performance contracting services. ConEdison Solutions creates customized programs and services tailored to help customers achieve their individual energy objectives.

ConEdison Solutions is a subsidiary and registered trademark of Consolidated Edison, Inc. (NYSE: ED). More information can be obtained by calling 1-781-203-2707 or by visiting the ConEdison Solutions web site at <http://www.conedsolutions.com>. Visit the Consolidated Edison, Inc. web site at <http://www.conedison.com> for information on all Consolidated Edison companies.

SOURCE ConEdison Solutions

/CONTACT: Christine Nevin of ConEdison Solutions, +1-914-286-7094, nevinc@conedsolutions.com; or Cara Marino of The Marino Organization, +1-212-889-0808, ext. 25, cara@themarino.org