

“Green Neighbor” IVR Script

Be a Green Neighbor and invest in a renewable future

You now have the option to invest in renewable energy, simply by paying your electric bill.

Unitil’s Green Neighbor program allows residential and small business customers to financially support renewable energy.

Through your contributions, air quality and other environmental factors can be improved, which reduces health risks and provides for a more sustainable energy future for all New Hampshire residents.

All of our contribution funds the advancement of renewable energy resources such as wind, solar, tidal, biomass or geothermal energy. Your voluntary contribution represents 25%, 50% or 100% of your monthly electric usage.

To learn more or to enroll, visit our web site, www.unitil.com/greenneighbor or press NUMBER for a customer service representative.

"Green Neighbor" Customer Service Script

Unitil's Green Neighbor program allows residential and small business customers to financially support renewable energy. Through your contributions, air quality and other environmental factors can be improved, which reduces health risks and provides for a more sustainable energy future for all New Hampshire residents. All of our contribution funds the advancement of renewable energy resources such as wind, solar, tidal, biomass or geothermal energy. You can contribute 25%, 50% or 100% of your monthly electric usage. If you would like to enroll, I can take your information to get you enrolled now or you can enroll on our web-site at www.unitil.com.

GREEN NEIGHBOR

Promoting a renewable future



A renewable energy initiative of  Unitil

Be a Green Neighbor

You now have the option to support renewable energy, simply by paying your electric bill.

Unitil cares about our environment and seeks meaningful actions to ensure the future economic and environmental health of the communities we serve. Unitil is willing to turn ideas into a sustainable future reality. The Green Neighbor program allows eligible New Hampshire electric customers to financially support renewable energy. Through your contributions, air quality and other environmental factors can be improved, which reduces health risks and provides for a more sustainable energy future for all New Hampshire residents.

Green Neighbors in Action



New to the world of renewable energy? Do you have questions? Visit us at www.unitil.com/greenneighbor to learn more about Renewable Energy and becoming a Green Neighbor.

How does it work?

Your donation will be added to your monthly electric bill and displayed as a separate line item as the Renewable Energy Rate, in cents per kilowatt hour, based on the level of participation chosen. Use the table below to help determine how much you can anticipate contributing per month.

Residential Customer Estimated Renewable Energy Support Table

Participation Level *	Renewable Energy Rate **	Est. Monthly Usage ***	Est. Monthly Charge
25%	\$0.00529 kWh	500 kWh	\$2.64
50%	\$0.01058 kWh	500 kWh	\$5.29
100%	\$0.02115 kWh	500 kWh	\$10.58

Small Business Customer Estimated Renewable Energy Support Table

Participation Level *	Renewable Energy Rate **	Est. Monthly Usage ***	Est. Monthly Charge
25%	\$0.00529 kWh	3000 kWh	\$15.87
50%	\$0.01058 kWh	3000 kWh	\$31.74
100%	\$0.02115 kWh	3000 kWh	\$63.45

* Percentage based on your monthly energy usage. This figure is not based on your total energy bill.

** This rate reflects market prices and is subject to change.

*** Estimated monthly usage of an average household or small business.

Am I eligible?

If you are a New Hampshire Unitil residential or small business customer and you purchase electricity directly from Unitil (Default Service), you're eligible.

What can I expect once I sign up?

If you've signed up on the website, you will be directed to a web page with an electronic welcome kit, including social sharing options, a web badge and a forward to a friend link. If you joined the program by calling our customer service center or opted for a mailed welcome kit, you'll receive it shortly. Your mailed welcome kit will include a welcome letter, window cling and post card to help you spread the word and demonstrate your support for the program.

Once I sign up, am I held to a contract?

No. You can opt out or return to the Green Neighbor Program on a monthly basis, based on your monthly meter read. There is no connection charge, surcharge or penalty for exiting the program.

Get started

Enrolling is easy!

Just go to www.unitil.com/greenneighbor, fill out the online form and we'll take care of the rest.

Or you can enroll by calling our customer service center:

1-800-852-3339 (Capital area customers)

1-800-582-7276 (Seacoast customers).



"I'm so busy that I don't always have time to do everything I'd like to. Unitil's Green Neighbor program makes it easy and affordable to do the right green thing."

Maureen Pepper
Associate Telecommunications Administrator

FOR IMMEDIATE RELEASE

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UNITIL LAUNCHES GREEN NEIGHBOR PROGRAM

Optional service gives eligible customers the chance to promote the growth of renewable energy generation in the northeast.

HAMPTON, N.H., September 7, 2010 -- Unitil Corporation, (www.unitil.com), a provider of natural gas and electricity to customers throughout New England, today announces the launch of the Green Neighbor program, a new, optional service offered to residential and small business electric customers in New Hampshire.

“The Green Neighbor program is meant to be a simple, inexpensive way for our customers to participate in the effort to find renewable energy solutions for neighborhoods everywhere,” Unitil Energy Contracts Director and administrator of the Green Neighbor program Rob Furino said. “This program will provide for a means to help make green energy options more economically viable in the future.”

Customers who opt into the plan can choose whether all, half or one-quarter of their monthly electricity usage will go towards becoming a Green Neighbor. Based on current electrical rates, a household using 500 kilowatt hours over the course of a month would pay an additional \$2.65 if enrolled at the lowest level and customers can opt in or opt out of any level at any time.

Funding raised through the Green Neighbor program will be used by Unitil to buy Renewable Energy Credits on a customer’s behalf. The money will then be used by renewable energy providers in the northeast to make wind, solar and other “green” sources more affordable.

As part of the launch of the Green Neighbor program, participating customers will have the opportunity to receive a welcome kit, which will include means for participants to show their appreciation for the program such as a window cling, postcard and a letter of thanks from Unitil. Customers will also be able to link to the Green Neighbor program on Facebook.

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“At Unitil, we recognize that we have customers who are passionate about finding renewable energy solutions to meet all of our electricity needs,” Unitil Media Relations Manager Alec O’Meara said. “Our Green Neighbors believe finding a long term solution to the challenges surrounding renewable energy is vital to the planet’s long-term health. This program will give those customers a means to support efforts to make green options more economically viable in the future.”

The program has received a warm response from early adopters within Unitil.

“I’m so busy that I don’t have time to do everything I’d like to,” said Maureen Pepper, Unitil’s Associate Telecommunications Administrator. “Unitil’s Green Neighbor program makes it easy and affordable for me to do the right thing.”

More information on the Green Neighbor program, including eligibility requirements and how to sign up, is available online at www.unitil.com/greenneighbor.

About Unitil

Unitil provides for the necessities of life, safely and reliably delivering natural gas and electricity throughout northern New England. We are committed to the communities we serve and to developing people, business practices, and technologies that lead to dependable, more efficient energy. Unitil is a public utility holding company with affiliates that include Unitil Energy Systems, Inc., Fitchburg Gas and Electric Light Company, Northern Utilities, Inc., and Granite State Gas Transmission, Inc. Together, Unitil’s operating utilities serve approximately 100,500 electric customers and 70,000 natural gas customers. Other subsidiaries include Unitil Service Corp. and its non-regulated business segment doing business as Usource. For more information about our people, technologies, and community involvement please visit www.unitil.com.

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List of Media for “Green Neighbor” Press release, September 7, 2010

Concord Monitor

Associated Press

Fosters Daily Democrat and affiliates

Seacoast Online Newspapers and affiliates (the *Portsmouth Herald*)

The Union Leader

The Lawrence Eagle Tribune and affiliates

Business New Hampshire Magazine

NH Business Review

Newburyport Daily News

WEVO Radio

WXBB Radio

WOKQ Radio

WERZ Radio

WMYF Radio

WFEA/WZID Radio

WGIR Radio

WKXL Radio

New England Cable News Network

WMUR TV Channel 9 News

(Please note: In many cases, Unitil sent the release to multiple contacts in the same news organization to assure blanket coverage.)