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August 26, 2010

Debra A. Howland
Executive Director and Secretary
New Hampshire Public Utilities Commission
21 S. Fruit Street, Suite 10
Concord, NH 03301



Re: **DE 09-225 – Granite State Electric Company d/b/a National Grid
“GreenUp” Marketing Materials**

Dear Ms. Howland:

In accordance with the Settlement Agreement in this docket, approved by Order No. 25,101, I enclose Granite State Electric Company d/b/a National Grid’s marketing materials associated with the Company’s “GreenUp” program for the months of July and August 2010.

National Grid launched its GreenUp marketing efforts in July with a new web page describing the program on the Company’s web site¹ and an e-mail distributed on July 28, 2010 to approximately 2,890 residential and 395 small business customers. A copy of the e-mail is enclosed with this letter. On August 13, 2010, the Company distributed a direct mail promotion describing GreenUp program options to approximately 4,550 residential customers, a copy of which is also enclosed. National Grid is also running a print ad promoting the GreenUp program throughout the month of August in New Hampshire. The ad has or will run in the following publications on the dates indicated:

- The Eagle Times: 8/5, 8/10, 8/18
- Valley News: 8/5, 8/10, 8/19, 8/24
- Eagle Tribune - North Zone: 8/5, 8/10, 8/18
- Keene Sentinel: 8/5, 8/10, 8/19, 8/24
- Londonderry Times: 8/5, 8/12, 8/19
- Nutfield News: 8/5, 8/12, 8/19
- The Dartmouth: 8/3, 8/10

¹ Accessible at http://www.nationalgridus.com/granitestate/home/energychoice/3_renewable.asp

- Salem Observer: 8/5, 8/12, 8/19
- The New Hampshire Business Review: 8/13, 8/27

A copy of the print ad is enclosed.

Additionally, National Grid has undertaken telemarketing efforts to further promote its GreenUp program. In August, National Grid's call center initiated outbound calls to approximately 2,990 customers, using the following script:

Hello, this is ____ calling from National Grid with news about how you can positively impact the environment and your community through a program called "GreenUp." "GreenUp" gives you the option to purchase your electricity from local renewable energy sources such as hydro, wind, and solar. The cost is minimal and the benefits to the environment are dramatic. If you would like to join the over 22,000 people who already support renewable energy through "GreenUp," please visit [nationalgridus.com backslash greenup](http://nationalgridus.com/backslash/greenup) for program and enrollment details. Remember, your choice can make a difference! Enroll today at [nationalgridus.com backslash greenup](http://nationalgridus.com/backslash/greenup). GreenUp is ranked among the nation's top 10 green power programs by the U.S. Department of Energy.

The Company has additional marketing efforts planned for the months of September and October, for which separate updates will be provided. Please do not hesitate to contact me should you have any questions regarding the enclosed GreenUp marketing materials or the Company's above-described marketing efforts.

Very truly yours,



Patrick H. Taylor

Enclosures

cc: Celia O'Brien, Esq.
Juliana C. Griffiths