



The big energy companies push  
their contracts on you door to door.  
The utility companies give you no options.  
You've tried their help.  
Now try ours.

## Your Complete Guide to Buying Natural Gas

A Message From Our Energy Manager

# Buying Natural Gas

Dear Natural Gas Buyer,

With the cost of natural gas going through the roof, it's time to take action. You simply can't sit still with energy prices that are sky high and headed even higher. But finding a good deal and sorting out the information can be frustrating and time consuming.

At FireFly, we understand the hassles. That's why we've created this convenient Guide to get you up to speed quickly and to help you find the solution that's right for you... whether you decide to choose FireFly or not.

We're here to help you **put the brakes on rising energy costs** and to help you avoid the risks and hazards along the way.

You may already have some experience with buying natural gas. Retailers may have come knocking on your door asking you to sign a contract. We know this type of selling can be intrusive and have chosen not to use these sales practices. It's also why we've created this Guide. It has all the information you need to make a decision on your own, on your own time... without someone standing at your door pressuring you to sign.

Take a look inside and find the decision that's right for your home or your business. Then... finally you won't have to think about buying natural gas again.

Sincerely,



Bruce Fraser  
FireFly Energy



**FireFly Energy is a  
different kind of energy  
company...**

**We really try to help.**



**Call Us at 888-866-7575**



“You can take control of your natural gas costs”

## Your Complete Guide to Buying Natural Gas

1. What you need to know before you buy natural gas
2. Natural gas pricing secrets revealed
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9. Find the answer that's right for you
10. How to lock in your rate with FireFly



### We Make Buying Natural Gas Easier

We don't just tell you it's easy... we know the problems you face and have solved them.

The biggest problem is that most people don't know what they don't know. They don't know the threats and risks. And sorting out all this information can be time consuming and frustrating.

So we've done it for you.

This Guide has all the facts you need to take control of your natural gas buying situation quickly and easily.

Take a quick walk through this Guide and uncover the secrets to buying natural gas, discover all your options, find the one solution that's right for you and then finally...

**you'll never have to  
think  
about buying natural  
gas again.**



FireFly Energy is a  
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Or visit: [www.fireflyenergy.ca](http://www.fireflyenergy.ca)

# 1.

## What You Need to Know Before You Buy

- The natural gas market is deregulated
- You have choices that can help you lower your energy costs
- Facts reveal natural gas prices slowly rise over time

### What is deregulation and how does it affect you?

Before deregulation, everything was easy in the natural gas market. You didn't have to look at buying natural gas because you didn't have any options.

Your local utility sold you your natural gas. They had all the power and you had no choices. Natural gas prices were set by the utilities and your options were limited to one, your utility company.

In 1985 the balance of power changed. The government deregulated the natural gas industry.

Suddenly, with deregulation the market opened up, giving you choices about how you want to buy your natural gas and from whom.

It opened up opportunities for you to manage your costs and risks by shopping for more competitive fixed prices.

This is especially useful for businesses and agricultural operations that use larger amounts of natural gas and have higher costs.

But homeowners who are concerned about their natural gas costs also benefit from this opportunity to shop for natural gas and lock in their rates.

**Today there are over 35 licensed natural gas retailers in Ontario alone.**

Retailers or marketers offer different natural gas prices and each has a different contract.

Many of these retailers have sales reps that will be knocking on your door. And while these reps may be "good people", the quality of their product may be impossible to discover until it's too late.

You can simply choose to avoid these retailers and continue to buy natural gas from your utility. The utility company is a safe, well known company that isn't working for or against you.

### If you buy from your utility it could cost you more money.

If you decide to buy from your utility, the price you pay will be set by your utility company. These prices are set by following the market prices.

Unfortunately, when you buy natural gas from your utility you're placed right in the hot zone of the volatile natural gas market. Your prices will always be inconsistent and will most likely slowly rise over time as the market prices rise.

You can avoid the ups and downs of the market and take advantage of some amazing opportunities to save money by buying natural gas from a retailer who will lock in your price for a specific period of time.

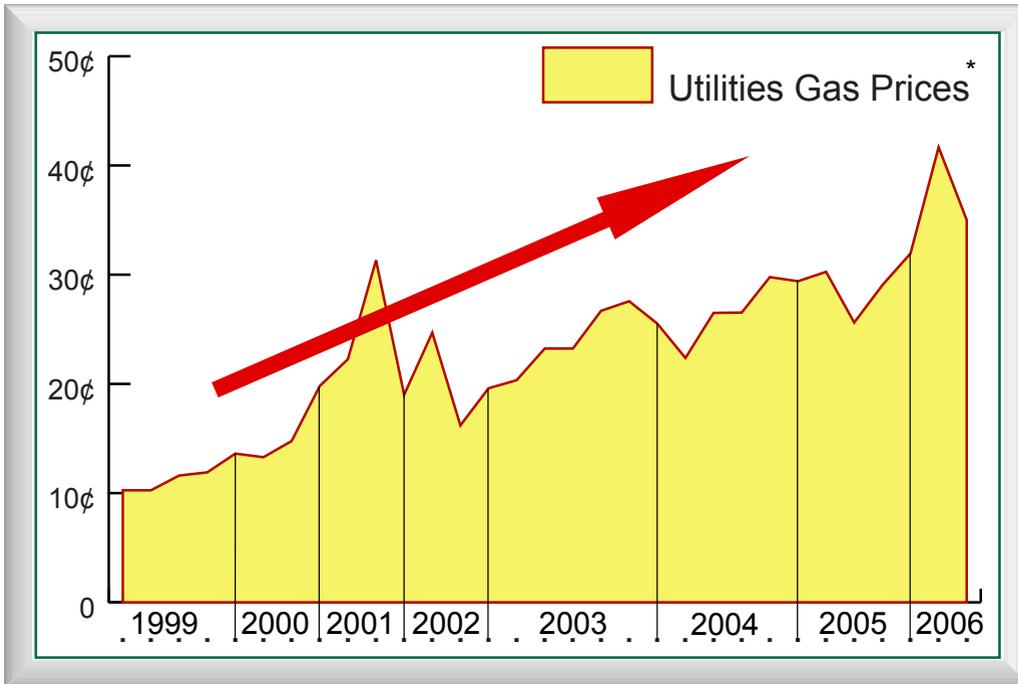
The key to taking advantage of the opportunities is by buying when prices are low and locking in at that price before it rises.

And to do that...

**...you have to know the secrets behind natural gas pricing.**



**The Truth About Natural Gas Prices**  
**Prices have risen over 263% over the last 6 years**  
**and they are still rising.**



“Energy bills are probably going up...world energy markets are very unstable: that should be a concern to all Ontarians.”

Dwight Duncan  
 Ontario Energy  
 Minister

Prices based on natural gas prices set by local utilities which reflect market prices.  
 \* Cost in cents per m<sup>3</sup> All prices are those that are published by Union Gas.  
 Refer to [www.uniongas.com](http://www.uniongas.com) for complete details.

If you buy natural gas from your  
 local utility company...

**...it's VERY easy!**

But your pocket book will feel every price jump in the market. This makes it hard to budget and you don't get a really good deal. During the last 6 years the utility company prices have risen over 263%.



**Or visit: [www.fireflyenergy.ca](http://www.fireflyenergy.ca)**



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## 2.

# Natural Gas Pricing Secrets Revealed

- Trying to predict the best time to buy natural gas is difficult
- The “Five Critical Factors” affecting your natural gas prices

### 1. SUPPLY AND DEMAND

Natural gas is always in a tight balance between supply and demand.

Drilled natural gas is kept in reserve which makes up our supply. This supply is continually being depleted by our demand for natural gas.

As our supply of natural gas is used up, the price of gas rises. This happens because it's costly to replenish this supply. Today, older wells produce less and less natural gas and new wells are expensive to drill and less productive.

Obviously, the faster we use up our supply and the more money it takes to replenish it, the higher the prices of natural gas.

### 2. WEATHER

Even a few months of cold weather can cause **rocketing price spikes** as people turn up the heat.

A hurricane in the Gulf of Mexico can drive prices up because it

can cause a temporary reduction in gas supply from this location.

Weather has a big impact on the natural gas market even on a week to week basis and is extremely hard to predict.

### 3. OTHER ENERGY SUPPLIES

Significant changes in crude oil supply and oil prices can have an affect on our natural gas prices.

This happens because larger users of natural gas are able to switch between oil and gas depending on the price of each fuel.

If the price of crude oil increases then some industries switch to natural gas and increase the demand. This influences the demand for natural gas and causes the prices to rise. The result is natural gas prices end up following the trend in oil prices.

### 4. WORLD EVENTS

It's not surprising that any forecast for natural gas pricing could be thrown off by world events. The slightest disruption

in an oil producing country -- or rumour of disruption -- jolts traders and causes prices to increase.

The natural gas market is extremely sensitive to any world disruptions. Unfortunately, many of the natural gas reserves are often located in countries where cultural and political climates can affect prices.

### 5. ECONOMIC CYCLES AND GOVERNMENT LEGISLATION

Long-term natural gas prices are influenced by economic cycles, population growth and government policies. All of these are extremely hard to predict.

It's hard to know what legislation and laws will be passed by our government. If new laws are passed they could impact the natural gas supply or demand. Often times, conflicting national policies discourage looking for new natural gas supplies.

At the same time, economic cycles have a large impact on prices. The better the economy, the greater the demand for energy. People and businesses spend more on energy when there is a healthy economy causing prices to increase.

Bloomberg July 18, 2006  
....The hottest weather so far this summer spread across much of the country raising power-plant demand for gas to meet cooling needs.

"The more of these periods of heat that we have, the easier it is to erode the storage surplus."

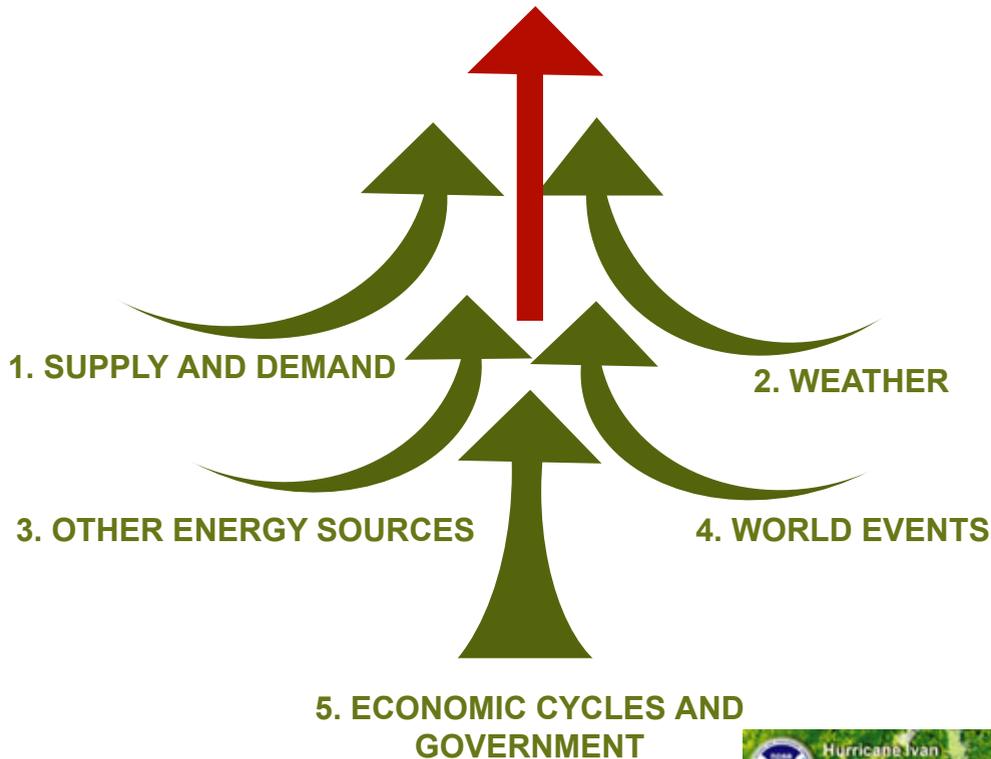
### Colder weather drives market prices

Associated Press, Washington July 18, 2006  
"It goes to show you there's no sure things in these markets," said Man Financial broker Andrew Lebow, who attributed the sell-off in natural gas to traders' focusing on longer term forecasts calling for cooler weather.

## "Five Critical Factors Affecting Natural Gas Prices"

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# NATURAL GAS PRICES



**Predicting pricing is like trying to nail down the path of a hurricane.**

Because "The Five Critical Factors" affecting gas prices are in constant motion, it makes it extremely hard to time your decision to buy natural gas.



# 3.

## Insider's Scoop

- Is now a good time to lock in your price or will prices drop?
- Should you stay with your utility and follow the market prices?
- To help you, here's our assessment of the current situation

### **The natural gas market is far more volatile and erratic than the price of gasoline you pay at the pump.**

If you're like most people you're sensitive to the price of gasoline you pay to fill up your car. The price jumps up and down and is unpredictable from one day to the next.

One day the prices are down and you get a deal. Then the very next day you can't afford to fill up your tank because prices are so high.

If you're like most of us, you watch the prices and when you see a good deal, you roll up to the pumps and fill up.

This is exactly the situation with natural gas prices.

They are erratic and people are always looking for a deal.

But natural gas prices can dip or they can rise dramatically even on a daily basis.

### **Where are the prices headed in the short term?**

Like our Ontario weather, we can't predict for sure what the market will do tomorrow or the day after that.

We can tell you our forecast based on our experience and knowledge of what is happening right now to affect the market.

Initially we thought prices would be coming down or dip a bit in the short term. We thought this because right now the natural gas supply is high...

### **...but prices aren't going down.**

Why? Because oil prices are rising and remain very high, forcing the short-term gas prices to rise.

We also see that our demand for energy continues to rise making the prices uncertain. Even though our natural gas supply may at this point be good it can easily dip with a spike in demand.

When our supply decreases or our demand increases prices will go higher even in the short term.

### **Our long-term forecast for natural gas prices**

It's impossible to say how long our current prices will continue. World events and economic cycles are hard to predict.

However, basic fundamentals still hold true. In the past, natural gas prices gradually increased. And we expect that this will hold true in the future.

Sure there may be short dips and spikes in prices but the big picture still tells us that overall prices will continue to rise because annual demand continues to rise and few new wells are being discovered in the world.

Over the past several years, prices have risen from 9.8 to 41 cents.

In 1999 prices were 10 cents per m<sup>3</sup>. In 2000 they were 14 cents. In 2001, 20 cents was common. In 2002 prices were 24 cents and in 2005 prices reached over 31 cents and in 2006 prices hit 41 cents .

## Experts forecast troubling economy

Courier-Post, July 19, 2006  
Energy costs will continue to increase, forced by troubles in the oil-rich Middle East and limits on domestic drilling according to Edward Graham, chairman, president and CEO of South Jersey Industries.

## Energy prices punch hole in profits

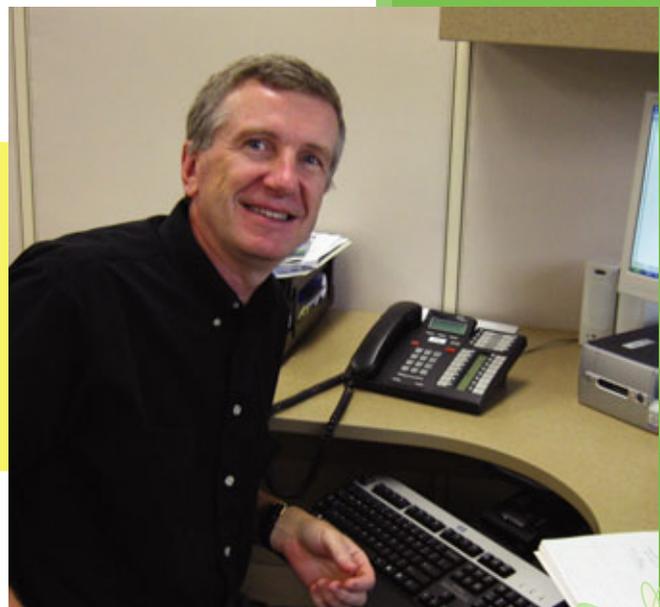
The Minneapolis, July 15, 2006  
Last winter, some companies in the U.S. had to idle their plants because of soaring prices of natural gas, an essential element for many industrial companies. Though natural gas prices have since eased, they remain high, as do costs for electricity and transportation fuels such as diesel and gasoline.

## Observations by the National Energy Board

- There is lower production from new gas wells and a general depletion of older wells
- The production of natural gas is flattening out and is likely to remain relatively flat through to 2010
- Natural gas prices have risen in the past and have been very volatile
- The electric power generation sector has become a major natural gas user driving demand higher
- Natural gas is no longer in surplus
- The general economic outlook is improving and will increase energy consumption
- Natural gas demand in North America was increasing at about 3% in 2005 whereas supply was increasing at about 1%
- Production from older wells is declining making the supplies more costly
- There is no incremental supply expected from the offshore east coast by 2010 which means that supplies could be depleted

“All of the facts indicate that natural gas prices will increase in the future. There’s nothing coming on the horizon to change the past trends. Demand continues to rise and production figures are flat right now, causing prices to increase.”

*Bruce Fraser - FireFly Energy*



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# 4.

## What Are Your Choices?

### CHOICE #1 - Buy natural gas from your utility

Buying natural gas from your utility is definitely the easiest.

You simply do nothing.

When you do nothing the price you pay is set by the utility and follows the market. This means you ride the ups and downs of the market and hope prices stabilize and are reasonable.

If you haven't already signed with a retailer this is your current position. If you've signed with a retailer their name should appear on your utility bill next to the gas price.

#### **Why buy energy from your utility?**

This option feels safe and it's definitely the easiest. You probably already know the name of your utility company such as Enbridge Gas Distribution Inc. or Union Gas Limited.

Plus, utility companies have been in business for a long time.

#### **Disadvantages of buying energy from your utility**

The down side of this decision is that the utility companies are distribution companies and make their money by physically getting the natural gas to you. They simply pass along to you whatever market price they pay for natural gas. Their concern is not to manage when to buy natural gas or to secure the best price for you.

This means that when you buy from the utility you are charged market price which continually fluctuates. This makes budgeting almost impossible. And it provides you with very little stability or peace of mind.

#### **You never know what your natural gas will cost you.**

Every three months you will be notified of a rate change by the utility. This new price is determined by the market and is set before the start of each quarter. If the price for natural gas is different from the utility's price set for that quarter they recover or give back the difference.

The utility can charge you the difference either as a lump sum surcharge or credit, or spread out the difference over a period of several months.

These constant surcharges and adjustments can be frustrating if you are trying to budget.

#### **Doing nothing could cost you more money.**

As you know the market is volatile. In the past, rates have jumped and increased. So when you buy from the utility you'll feel every jump. When we have a cold winter, you'll pay for it. When there are disruptive world events, you'll pay for it.

#### **Plus your price will continue to slowly rise**

Over the past six years the utilities prices have risen over 263%. The facts tell us that the market price for natural gas continues to slowly creep and jump skyward.

**When you buy natural gas from your utility you miss an opportunity to put the brakes on rising prices and lock in your price at today's rate.**

What are your choices?

**“With the price of natural gas sky high and headed higher... you simply can’t sit still but what choices do you have?”**

## **CHOICE #2 - Buy natural gas from a natural gas retailer**

This option takes a bit more effort but you have the potential of saving money and finding relief from the volatile market prices.

If you choose to purchase gas from a retailer your natural gas will continue to be delivered to you by the utility. This is their real business - delivering natural gas. The utility will also continue to provide emergency response service.

The only difference on your bill will be the name of the retailer you buy from and the price you pay.

### **Who are energy marketers?**

Energy retailers or marketers are independent businesses. They buy natural gas in large quantities then they sell it to a group of buyers. That’s their business - buying and selling natural gas and offering competitive prices.

They have buyers sign a contract specifying the price they will pay and for how long they will buy at that price.

Retailers compete for residential and commercial businesses in Ontario often using high-pressure sales tactics. Some have been known

to use unethical ways to get people to sign a contract. They may knock on your door or phone you while you are having dinner. Some have even been accused of signing up people against their will or without their knowledge.

You may not be familiar with many of the retailer’s names or you may not know how much experience they have with the natural gas market. There is also the potential that their price offer is high and will remain higher than the market prices. If this happens you’ll end up paying more over time.

The biggest disadvantage of buying from a retailer is trying to distinguish good retailers from bad ones. And shopping around to find the best one takes time especially since there are over 35 marketers in Ontario to choose from. What makes it more frustrating is the fact it’s difficult to compare retailers.

### **Unfortunately, you can’t simply compare retailers by looking at the price they offer.**

Some retailers make their contracts confusing with added rebates, bundles or variable rates. In fact, with some contracts you may not really

know how much you have gained or even what you’re actually purchasing.

The problem is that there are good retailers and there are bad retailers and finding the right one for you can be time consuming and challenging.

### **Then why buy energy from a retailer?**

Once you find a retailer you can trust, there are advantages to buying from them.

The fact is, many people save money because a contract locks in the price they pay for natural gas over a period of time. It’s simple. If market prices rise higher than their contracted rate then they are saving money.

Locking in your natural gas prices fixes your costs. This makes it a whole lot easier to budget. You always know what you will be paying for natural gas no matter how erratic the market becomes.

Just like a mortgage, some people prefer the security of a fixed rate over a specified period instead of a variable or “floating market rate”.

**Or visit: [www.fireflyenergy.ca](http://www.fireflyenergy.ca)**



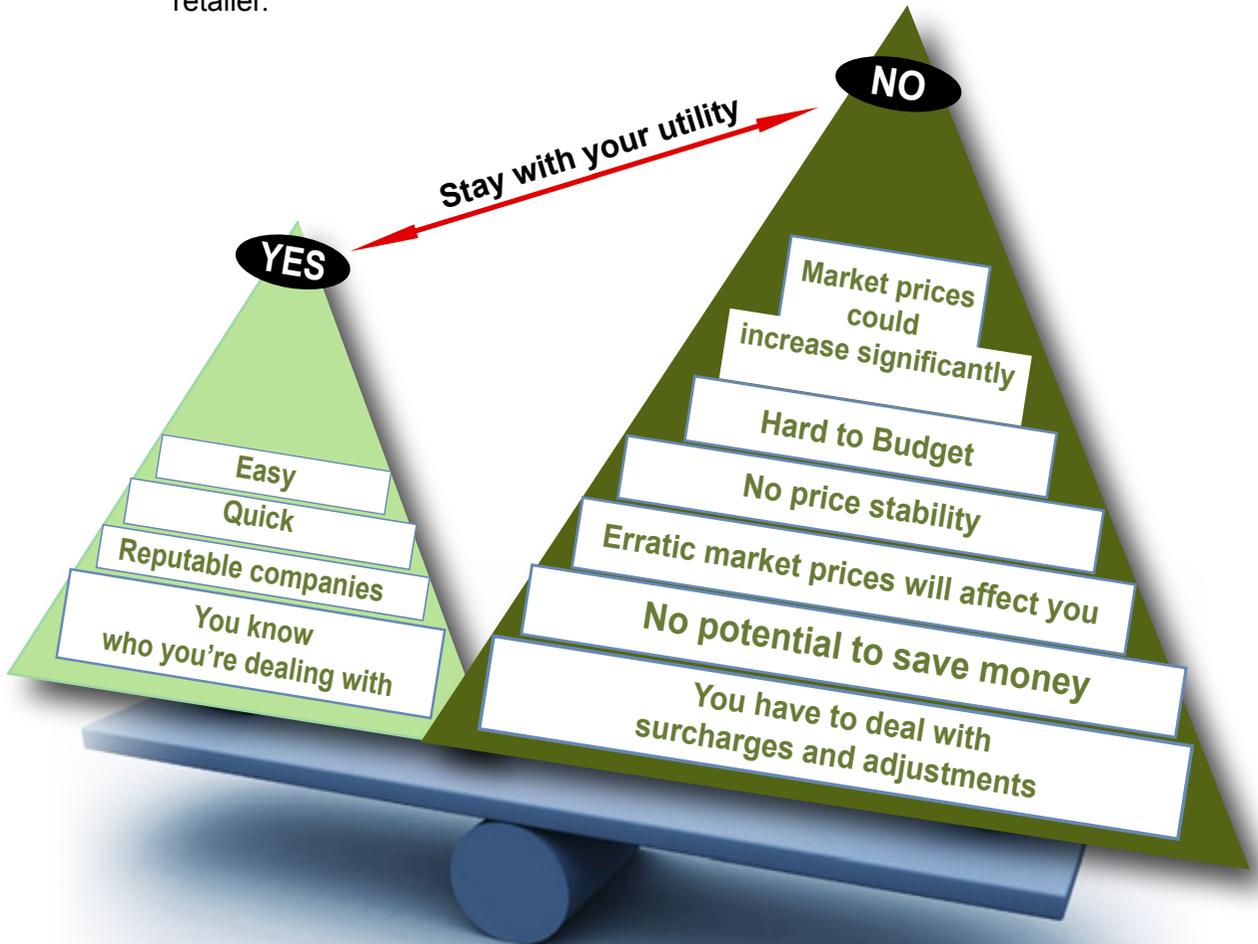
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# 5.

## Weighing Your Options

### Should you stay with your utility?

Your answer depends on your tolerance for risk, your budget and your goals. To help you decide, we've listed some of the reasons to stay with your utility or not in the image below. "Yes" lists reasons to stay with your utility. "No" lists some reasons why you would want to switch from your utility and buy natural gas from a retailer.



Weighing your options

## How to choose a natural gas retailer

Choosing the right retailer for you can be time consuming.

To add to the frustration, each retailer has their own way of doing business. Some may use high pressure selling or even trick customers into signing a contract.

Before you sign a contract, read it. Review the rates, read all their literature and be careful to assess any additional hidden charges or surcharges.

The real trick is finding a retailer you can trust to be reliable. Ideally you want a retailer who will be there for you over the long term.

And most importantly..

**Don't be pressured.**

A good deal today should be there tomorrow. There is no need to sign up on the spot.

### Should you switch to a retailer and lock in your rate? Answer these 5 questions to find out.

NO

YES

Is the total amount you pay for natural gas over a year significant to you or your business?

Are you or your business trying to cut energy costs or can you simply not afford to ride the erratic market prices?

Do you think that prices will go up in the next five years?

Do you want to take advantage of an opportunity to save money?

Are you tired of the constant price changes and adjustments and want an easier way to budget for your energy costs?

#### Choice #1

Buy natural gas from your utility and pay market prices

#### Choice #2

Buy natural gas from a retailer and lock in your rate

#### Have you already signed with a retailer?

Right now you're either buying your natural gas from the utility company or you have signed a contract with an energy retailer whose name should appear on your bill next to your gas price.



Or visit: [www.fireflyenergy.ca](http://www.fireflyenergy.ca)



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# 6.

## Does Locking in Save?

The Bottom Line - How much money can you save

The first place to start calculating your savings is by taking a close look at your current natural gas bill.

### **What are you currently paying for natural gas?**

If you look at your natural gas bill it will tell you what you are currently paying for natural gas. To find your current rate you must look at the commodity price of gas on your bill. The commodity will be given in cents per m<sup>3</sup>.

If you've locked in your prices and are in a contract your rate will likely be lower than current offers by retailers because market rates slowly rise over time. If you are looking at renewing your contract you need to compare present rates and suppliers at this time because your rate is unlikely still available.

It's important to use only the commodity price to calculate your costs because various service charges on your bill will not be affected by the natural gas price. The commodity portion of your gas bill is typically about two thirds of your total bill.

If your gas bills add up to \$2,000 for the entire year then your commodity portion will be about \$1,300. If your bills for the year have a total of \$10,000 the commodity portion would be about \$6,600.

This commodity portion is the price that will be affected when you lock in your rates and buy from a retailer.

### **How much do you spend on gas in one year?**

Once you know the price you pay for natural gas you can estimate how much money you spend on natural gas in one year by adding up the commodity cost on a full year of bills. This will tell you how much of your natural gas bill is affected by the price you pay for natural gas.

### **How much can you save if you lock in your gas price?**

Take a look on the following page for a way to calculate your savings. If you complete the calculations you'll come up with two prices to compare. If you subtract the Retailer Price #2 from the Utility Price #1 you'll have an approximate amount of what you will save.

We understand this is not easy because you have to estimate

what the price for natural gas will be five years from now. You can not simply compare the price you pay for natural gas today with the price a retailer offers you because the price the utility charges will change during the course of your contract. So it requires some guess work.

How much you save depends on whether the gas market prices go up or down, the gas price that you lock in at and the length of time you agree to lock in that price.

It also depends on how much you spend on the commodity of gas per year. If you spend less you have less to gain or lose. The more you spend the more you could potentially save.

If you run a small business or agricultural operation and are spending \$2,000 to \$10,000 on your total natural gas bill then the savings can be significant.

If you locked in three years ago your savings could range anywhere from \$1,000 to \$7,000 depending on how much you spend on your natural gas over the year.

There are a lot of variables to predicting how much you can save. But if market prices continue to rise like they have in the past, your savings could be significant.

Does locking in save?



Call Us at 888-866-7575

## Here's the Breakdown!

Your natural gas bill charges can be split in several ways depending on your utility. Here are some possible splits.

“Gas” - The commodity cost or the cost to buy the product of natural gas.

“Transportation” - The cost to transport natural gas from the supply areas (mostly in western Canada) along the TransCanada Pipeline to the utility distribution system in Ontario. This cost varies with the amount of gas you use. Some marketers will bundle this cost with their rates.

“Storage” - A charge to store the gas until needed.

“Delivery” - The cost to deliver natural gas from the utility distribution system to your home or business. Delivery charges vary, depending on the amount of gas you use.

“Monthly Charge” - A set amount charged to each customer regardless of the amount of gas used. It partially covers the cost of maintaining a safe gas distribution system 24 hours a day, every day.

## Total #1 minus Total #2 = “How much you save”

### Your Utility Price Total #1

#### Utility Price

The approximate amount you will pay for natural gas if you stay with your utility.

\$ \_\_\_\_\_

### Retailer Price Total #2

#### Retailer Price

The exact price you will be paying for the commodity of natural gas five years from now if you sign with a retailer.

\$ \_\_\_\_\_

#### Your Actual Volume Of Natural Gas Used Over One Year

Add up the total amount of natural gas m<sup>3</sup> you used last year by adding up the commodity portion on all your bills to get the total m<sup>3</sup> per year.

\_\_\_\_\_ m<sup>3</sup> per year

#### The Predicted Price You'll Pay From The Utility Five Years From Today

What will the price per m<sup>3</sup> be in the future? You have to predict what the price will do during the length of your contract and write down your predicted price.

\_\_\_\_\_ cents per m<sup>3</sup>

#### Your Actual Volume Of Natural Gas Used Over One Year

Add up the total amount of natural gas m<sup>3</sup> you used last year by adding up the commodity portion on all your bills to get the total m<sup>3</sup> per year.

\_\_\_\_\_ m<sup>3</sup> per year

#### Fixed Retailer Price

The fixed price you could lock in with a retailer for the next five years. This price will not fluctuate or change for the next five years.

\_\_\_\_\_ cents per m<sup>3</sup>

### Should you lock in your rate?

If your budget is such that you can follow the ups and downs of the market and potentially pay more, then staying with your utility is the easiest.

If you spend a considerable amount on natural gas and want to seize the opportunity to save money, make budgeting easier and find some relief from volatile market prices then fixing your rate and buying from a retailer is better for you.



Or visit: [www.fireflyenergy.ca](http://www.fireflyenergy.ca)



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# 7.

## Who is FireFly Energy?

- We don't solicit door to door or by phone
- We're a division of Ag Energy Co-operative
- We really try to help.

### We mean it when we say, "We really try to help."

This Guide you're holding is part of the proof.

FireFly Energy is an energy company made up of real people like you. Like you, we know that sometimes all you want is some help. You want answers to your questions and information that will help you make your own decision.

That's why we created this Guide. We hope it helps you through the natural gas buying process. Even if it means in the end, you don't buy from us.

We won't pressure you. We'll never send out sales reps to your door and we will not interrupt your dinner with phone solicitations. We don't like it when we get these calls so why would you.

If you're wondering if we know the energy and natural gas market... we do!

### Can we give you a good deal? ... we can! Here's why.

FireFly Energy is a division of Ag Energy Co-operative. This means we tap into their expert experience when buying natural gas.

Ag Energy has been in the energy management business since 1988. They know the energy market because they've had over 15 years of experience buying energy and managing the energy needs of larger agricultural operations.

You may not have heard of them since they specialize in helping larger businesses and agricultural operations manage their energy costs. They don't solicit residential homes or go door to door.

If you sign a contract with FireFly Energy you'll be tapping into the experience and skill that very large energy users have come to rely on for managing their energy costs.

Working together with Ag Energy we can secure the best prices for our buyers.

### FireFly offers you:

- **Simple contracts** with straightforward fixed prices. The price we offer you is the price you pay - no surcharges or bundles.
- **A hassle free approach.** It's all here in this Guide. If you choose to lock in your price we've included a contract to mail or fax to us. If you have questions, just give us a call because we're here to help you.
- **A long-term commitment** to managing your energy buying. This means we won't abandon you just because we have your signature. It also means our Programs are designed to be a long-term solution.
- **Help.** We provide more help than any other marketer before, during and after you sign our contract.
- **A good deal.** In the end, we offer you a good deal. We are constantly monitoring the market and buying energy at opportune times so we can give you the best price possible.

**We really  
try to help.**

## FireFly can give you a good deal because...

- We buy large volumes of natural gas so we can negotiate a better price
- We buy natural gas from the largest suppliers in the US and Canada
- We only buy as much gas at a fixed price as we can be certain of selling during a specific time period. This helps us get the best deal for our group of buyers.
- The fixed price that we offer is clear and straightforward. It doesn't include any extra costs, surcharges, bundles, adjustments, or extra billings. The price we quote is the price you pay.
- We're a division of Ag Energy Cooperative and have the skills and the knowledge to buy your natural gas and leverage the volatile nature of the market to your advantage.

Here's what people are saying...

**"Hensall Co-op is confident with Ag Energy's knowledgeable and helpful management team..."**

**Ron Chanyi -  
Hensall District  
Co-operative, Inc.**

**"Ag Energy gives me peace of mind... the knowledgeable and professional staff are quick to address my questions and concerns, and are looking ahead to meet my changing needs."**

**Stuart Reimer -  
Quarry Ridge**

**"The team at Ag Energy is always there when I have questions or concerns. And they take the time to understand my situation and needs which is very helpful."**

**Cole Cacciavillani - CF Greenhouses**



**Cole Cacciavillani - CF Greenhouses**



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**Or visit: [www.fireflyenergy.ca](http://www.fireflyenergy.ca)**

## 8.

### 10 Things You May Not Know about buying natural gas

#### 1. Switching natural gas suppliers is a simple process.

Switching from your utility is easier than you think. The only real change is on paper, and the only thing you'll notice on your utility bill is that the retailer's name will appear next to your gas commodity rate. Once you sign a contract, the retailer is responsible for coordinating the transition with the utility.

#### 2. The reliability of your natural gas service will not change if you switch from the utility.

The utility is responsible for ensuring you have a supply of natural gas and the same level of service regardless of your choice of supplier. You don't have to worry about being without natural gas.

#### 3. Your utility will still send you your bill.

At present, you receive a bill from your utility. This will remain the same. No extra bills or statements will be sent to you. We tell the utility our gas rate for your buying group. The utility collects the money and then forwards it to us. Our name will appear in the body of your bill along with our contact number.

#### 4. You can find out if you're already in a contract by looking on your bill.

If you have already signed a contract you can find the name of the retailer next to your gas supply or commodity charge on your natural gas bill. Their contact phone number will be listed beside their name.

#### 5. If you've already signed a contract you can switch when your contract is expired.

Our enrolment form has a place to record the expiry date of your current contract. If you fill out the enrolment form and include this date we'll send you a new enrolment package and offer when your contract is nearing renewal.

#### 6. If you move, we can try to transfer your contract to your new location.

If you move, contact us and we'll make every effort to transfer your existing contract to your new location. When this is not possible we'll contact you and discuss your options.

#### 7. If you have a service problem or emergency you call your utility.

You call your local utility which still owns the gas pipeline and is responsible for delivering natural gas to your home or business.

#### 8. Comparing utility to retailer prices is not an easy or straightforward process.

You can not simply compare a retailer's current offerings to the utility prices right now. The utility price will rise or fall during the time you fix your rate. The utility price could be much higher by the time your contract is up. You need to compare FireFly's current price offering with an estimate of what you think the utility price will do over the entire time of your contract.

#### 9. Comparing past contract prices to current retailer prices is not a fair comparison.

If you are in a contract, you can not simply compare current offerings with a price you locked into in the past. This is not a fair comparison because in Ontario, the price for natural gas is constantly changing with the market. Since the offer you get from FireFly reflects current market prices, comparing with historical prices that you locked into in the past is useful only as an indicator of general market trends.

#### 10. You can always return to your utility's service.

After the contract term has expired you can renew your agreement with FireFly, switch to another retailer or return to the utility.



## Here's what happens when you sign a contract with FireFly

1. You send us your one page enrolment form that was included with this Guide along with a copy of your utility invoice.
2. We send your enrolment information to your utility.
3. The utility ensures the names and account numbers match and that you are not under contract with another retailer. They also check to see if you have paid your bills and your account is in order.
4. The utility sends us the results which will approve your enrolment in our natural gas program. This takes about two to three months.
5. We'll send you a confirmation that you have been enrolled in the FireFly Natural Gas Program. The date our price will take effect on your bill will be clearly stated on the confirmation.
6. You see the results on your next billing period.

It's that easy!

"Ag Energy gives me confidence that I always enjoy the most competitive energy prices available."

Stuart Reimer - Quarry Ridge



Denise Tubbe -  
FireFly Customer Service  
Representative

We guarantee that:

- The natural gas price you're quoted on our contract is the price you pay for the length of your enrolment.
- You will not be charged any extra service charges or retroactive adjustments from FireFly.
- You'll never be billed by FireFly nor will you see us knocking on your door.
- You'll continue to receive one bill from your utility company and your service will continue as before.

We really  
try to help.

Or visit: [www.fireflyenergy.ca](http://www.fireflyenergy.ca)



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# 9.

## Find The Answer That's Right For You

- What should you do now?
- How do you find the best deal?
- Is FireFly the right choice for you?

Now what should you do?

If you answered the five questions in section 5 and weighed your options then you've probably already decided either to stay with your utility or find a retailer to lock in your rates.

If you decided to lock in your rates with a retailer then your next choice is deciding on which retailer. The question is how do you find the best deal quickly?

You can take a look at FireFly's offer by looking on the contract that came with this Guide.

If you want to compare other offers, the easiest and fastest way to do this is to go to **www.energyshop.com**.

This is an independent site that serves the public. It provides up to the minute rates from a variety of retailers for you to compare.

FireFly Energy is listed on this site under business users.

Go to [www.energyshop.com](http://www.energyshop.com) Select "I'm a Business customer" from the left hand side of the page.

Select "Gas Prices" and enter your postal code and estimated annual volume.

A list of retailers and their prices will be shown.

Using [energyshop.com](http://energyshop.com) you'll be able to clearly see the prices the different retailers have to offer.

To narrow down the field, pick the top two or three best prices.

Once you have these companies names do a little homework on the company. Look up their website and read their literature. Make sure you are comfortable with their tactics and that they have been in business long enough to have the expertise to manage your energy buying.

Then simply choose which one is best for you.

If you decide FireFly is best for you then please turn the page and we'll help you take control of your natural gas costs right now.

### Comparing Retailers

1. Go to [www.energyshop.com](http://www.energyshop.com) to compare the prices that different retailers are offering today.
2. Pick the top three retailers based on the lowest most competitive price.
3. Look at the company's information. Go to their website, read their literature. Decide if this is a company you can trust for the long term. Will they be there to help you after you sign their contract?
4. Decide which retailer is right for you.

What should you do?



Call Us at 888-866-7575

## How to find the best deal

If you want to be sure what your natural gas price will be month to month, or if you think natural gas prices are going up then signing with a retailer and fixing your price is the right choice. Utilities simply cannot offer fixed term gas contracts.

If you want to choose the best deal then...

Think about your budget, your risk tolerance and your goals. Decide whether you want to hold out for the lowest possible price but as a result risk having a higher price. The market rate could rise and never come down to this price again.

Think about, or consult expert advice, about where gas prices might go. If prices are likely to go up, then consider a fixed term contract and lock in your rate.

You can check out historical and projected gas information at [www.energyshop.com](http://www.energyshop.com)

Look at the prices and incentives offered by the retailers. Decide on the best deal for you, and then if you choose FireFly you can sign up online or simply fill in the contract sent with this Guide and mail or fax it back to us.

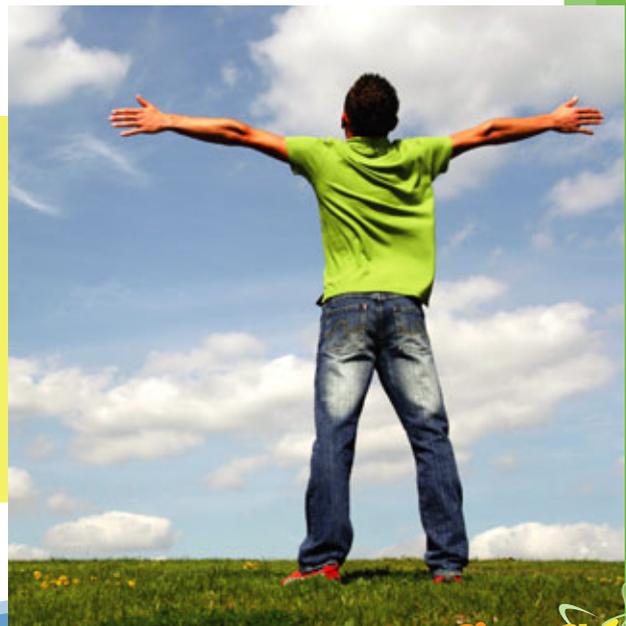
We hope that you decide FireFly is the right retailer for you.

If you have any questions please give us a call and we'll answer them

 **888-866-7575**

or go to our website to find out more about us.

 **[www.fireflyenergy.ca](http://www.fireflyenergy.ca)**



Or visit: [www.fireflyenergy.ca](http://www.fireflyenergy.ca)

  
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# 10.

## How to Lock in Your Rate With FireFly

If after looking at this Guide you've decided that locking in the price you pay for natural gas and finding relief from market prices is right for you and... if you feel that FireFly is the right retailer for you then here's what you do:

1. Fill in the one page Contract Enrolment included in this Guide.
2. Sign the contract
3. Find a copy of your most current natural gas bill
4. Fax your signed contract and bill to us at FireFly Energy 519-780-5234 or mail a copy of your bill and the signed contract to FireFly Energy, 45 Speedvale Avenue East Guelph, ON, N1H 1J2.

**Yes, that's it! It's that easy!**

**IMPORTANT:** The rates we sent to you with this Guide are only available for a limited time since we will eventually sell out this particular quantity of gas at this price. Then we will purchase a new supply at a new rate. If you want to lock in your price at the rate we offer with this Guide, please respond as soon as possible.

**Don't miss this opportunity to buy at today's low rate.  
Lock in your future price for natural gas while quantities last.**

If you still have questions  
give us a call at: **888-866-7575**



**Call Us at 888-866-7575**

How to lock in your rate

If you simply want to put a brake on rising energy costs...  
if you want a fair deal backed by a  
reliable team of energy experts...  
then join our group of buyers and  
enrol in FireFly's Natural Gas Program.

We really  
try to help.

## *"Peace of Mind Guarantee"*

*We offer a no risk guarantee!  
Yes, it means exactly what it says.  
If you're not happy about enrolling in our  
Natural Gas Program we'll cancel your enrolment.*

*If you want to cancel your enrolment, just give us a call  
within 10 days of sending it to us and we'll cancel it...  
no hassles!*



Bruce Fraser  
FireFly Energy



When you sign up  
for our Natural Gas  
Program you'll get:

- Guaranteed price protection from volatile gas prices
- One fixed natural gas price for the term of your enrolment, no unexpected service charges or added costs.
- One bill the same as before.
- A team of energy experts who are available to answer your questions.

No other company can provide you  
with the kind of help and expertise  
that you'll get from FireFly Energy.

Because no other company knows  
the energy market like we do.



Or visit: [www.fireflyenergy.ca](http://www.fireflyenergy.ca)



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