



Our **SmartHours** price plans bring you new choices and more savings, as part of a Positive Energy Future.

INTRODUCING THE SMARTHOURS PLUS PRICE PLAN.

Last summer, over 90% saved money on the plan. SmartHours customers saved an average of \$200. In fact, some customers saved \$100 per month. So reduce your summer electricity bills with simple changes in your energy use and a new price plan. **Sign up now, at no risk.**

How **SmartHours Plus** works: It costs more for electricity during peak periods of high customer demand. Other factors, like weather conditions and the time of year, also drive electrical prices higher. **SmartHours Plus**, sometimes known as Variable Peak Pricing (VPP), allows you to save when costs are lower, or off peak. Peak hours are 2 to 7 p.m. weekdays, and prices during those hours vary based on demand (see chart). **You'll get advance notice of tomorrow's peak price the day before—by your choice of phone, text or email—so you can manage your energy use more wisely.** On occasion, a critical event could be called during high demand. While these are rare, they can occur any day of the week, at any time of the year and last up to 8 hours. Critical event notices are sent at least 2 hours ahead.

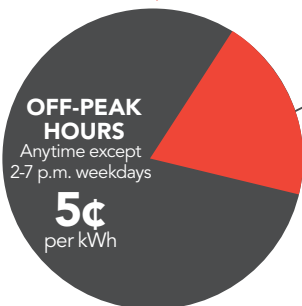


So enjoy off-peak pricing from 7 at night until 2 p.m. the next day, plus all weekends and national holidays. **And use your free personal communicating SmartTemp™ Thermostat to help you automate savings.** It's one of the highest quality thermostats available. It's easier than you think to shift some electricity use; many customers have made small changes to save big money ...

- Do laundry and run the dishwasher off peak, after 7 p.m.
- Cook later in the evenings, or on mornings or weekends.
- Turn off lights, TVs and computers when not in use.
- Pre-cool their home, then turn up the thermostat in the afternoon after 2 p.m.
- Shut off pool and hot tub pumps during peak hours (without affecting water quality).

So compare to the standard rate of about 10¢ per kWh, and start saving ...

SMARTHOURS PRICE PLAN
(June 1 to September 30)



You will not pay any more. In fact, you should pay less.

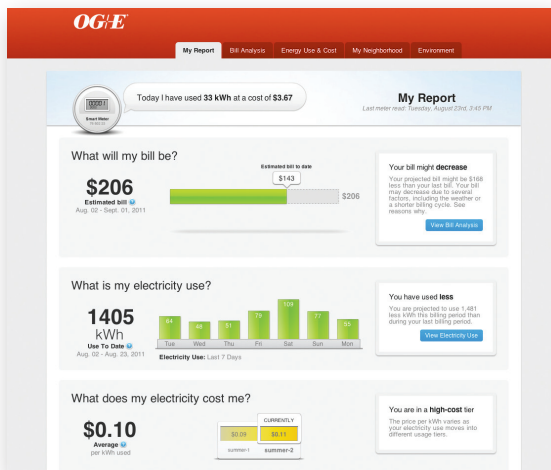
OG&E's SmartHours Plus Price Plan is no risk to you. During your first year, OG&E promises to credit your account the full difference if you pay more for electricity used than you would have on the rate you were on prior to SmartHours—so you've got nothing to lose. What's more, customers age 65 or over who sign up receive an additional \$5 monthly discount during the summer.

Sign up for OG&E's SmartHours Plus Price Plan at oge.com or call 1-877-898-3834.

Join the SmartHours Plus Price Plan, then use your SmartTemp Thermostat and myOGEPower to maximize and track your savings.

On the **SmartHours Plus** plan, you'll also receive a personal, programmable **SmartTemp** Thermostat—a **\$300 value, yours free**—which helps you automate savings. This intelligent thermostat gives you more flexibility on the **SmartHours Plus** plan, allowing you to set preferences for your lifestyle, or control it manually and react to the current price of electricity. The choice on how you save is always yours.

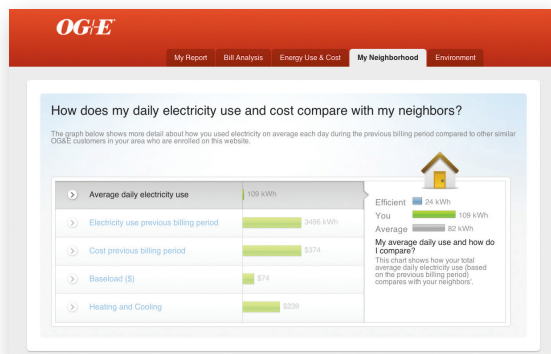
You also have anytime access to **myOGEPower**. This free and mobile-friendly website lets you get the most out of **SmartHours**, by helping you track and manage electricity more efficiently to *lower your bills*. That's because it lets you see the energy you're using in incredible detail ...



My Report: See your current use, your estimated bill, even the cost per kilowatt hour.



Energy Use & Cost: See how minor changes can save energy—and save money.



My Neighborhood: See how your use compares to the average and most efficient customers in your area.

There's more, so use **myOGEPower** each day to manage your electricity use and bills. Working together, we can delay the need for incremental power generation until 2020 or longer, and still meet the growing demand for electricity and environmental stewardship.

Sign up for OG&E's SmartHours Plus Price Plan at oge.com, or call 1-877-898-3834. Then program your favorite ways to save with the SmartTemp, and track it all on myOGEPower. Together, they can help you save energy and money.

**POSITIVE
ENERGY
TOGETHER®**

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