



Important Notice

Your Energy Disclosure Label and New Basic Service Prices

This information is available from each registered competitive power supplier.



**Western Massachusetts
Electric**

A Northeast Utilities Company

Disclosure Label

Electric power suppliers are required by the Department of Public Utilities (DPU) to provide consumers with a disclosure label. The disclosure label is updated quarterly and provides information on the pricing, power sources, and air emissions for the electricity you are buying.

The disclosure label can be compared to the nutrition label that appears on food packaging. It contains pertinent, factual information that a consumer may use to guide his or her decision in the purchase of electricity. Since all licensed electricity suppliers in Massachusetts are required to develop and provide this information, you can compare: prices, the length of the electricity supplier's contract, the sources of power which make the electricity, air emissions, and labor information.

Supplier Service Prices

The Basic Service variable price options (shown below) fluctuate by month and remain in effect until the last day of each month. You are on Basic Service if you became a WMECo customer after March 1, 1998, selected a competitive supplier and returned to WMECo service, or were on Standard Offer as of February 28, 2005 and have not selected a competitive supplier.

Please note that the Electric Restructuring Act of 1997 provides you with the opportunity to choose a competitive supplier for the generation portion of your electric bill. However, if you have not chosen a competitive supplier WMECo will continue to provide your electricity through Basic Service. The Basic Service price is based on market prices and is selected by a competitive bidding process. WMECo makes no profit on Basic Service.

Supplier Service Price (variable)

cents per kilowatt-hour (kWh)

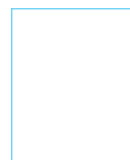
Month	Residential	Small Commercial & Industrial	Large Commercial & Industrial*
July	7.037	7.726	7.481
Aug	7.107	7.725	7.791
Sept	6.846	7.114	7.044
Oct	6.645	7.113	—
Nov	6.835	7.188	—
Dec	7.338	7.944	—

*Competitively bid on a quarterly basis.

For more information on Basic Service, visit www.wmeco.com or call WMECo at 877-OK-WMECO (877-659-6326) (781-4300 in Springfield calling area)

For additional information, visit the Division of Energy Resources Web site: www.state.ma.us/doer/

or the Massachusetts Department of Public Utilities Consumer Division Web site: www.state.ma.us/dpu/ or call 877-886-5066



Terms Defined

Electric Supply Price

The fixed price for Basic Service electricity.

Duration

The span of time for which Electric Supply Price is fixed for each type of customer.

Power Sources

The electricity you consume comes from the New England power grid. The grid receives power from a variety of power plants and transmits the power throughout the region to meet the needs of all customers in New England. Each power supplier is responsible for generating and/or purchasing power from the grid in order to meet customer demand for electricity.

Known Resources are those that are owned by or under contract to the supplier.

System Power refers to the power purchased in the regional electricity market.

Biomass power plants are fueled by wood and other plant matter.

Other Renewable power comes from renewable fuel sources, landfill gas, and ocean thermal.

Emissions

Emissions for each of the following pollutants are presented as a percent of the regional average emission rate. For each pollutant, the arrows represent the emission rate that would come from a new generation facility.

Carbon Dioxide (CO₂) is released when fossil fuels (e.g., coal, oil and natural gas) are burned. Carbon dioxide, a greenhouse gas, is a major contributor to global warming.

Nitrogen Oxides (NO_x) form when fossil fuels and biomass are burned at high temperatures. They contribute to acid rain and ground-level ozone (or smog), and may cause respiratory illness. NO_x also contribute to oxygen deprivation of lakes and coastal waters, which is destructive to fish and other animal life.

Sulfur Dioxide (SO₂) is formed when fuels containing sulfur are burned, primarily coal and oil. Health effects associated with SO₂ include asthma, respiratory illness and aggravation of existing cardiovascular disease. SO₂ combines with water and oxygen in the atmosphere to form acid rain, which raises the acid level of lakes and streams, and accelerates the decay of buildings and monuments.

Labor Information

The label informs you whether or not the energy was produced in plants where employees are protected by union contracts, under which wages and working conditions are mutually determined by employees and management.

Western Massachusetts Electric Company

Basic Service Electric Supply

Electric Supply Price (fixed)

Note: Prices do not include regulated charges for customer service and delivery. For variable price information, see the front of this insert.	Residential	Small Commercial & Industrial	Medium & Large Commercial & Industrial
	6.998 cents per kWh	7.498 cents per kWh	7.450 cents per kWh

Duration

Electric Supply Prices remain fixed for 6 months (January 1 – June 30; July 1 – December 31) for Residential and Small Commercial & Industrial customers. Prices remain fixed for 3 months (January 1 – March 31; April 1 – June 30; July 1 – September 30; October 1 – December 31) for Medium and Large Commercial & Industrial customers.

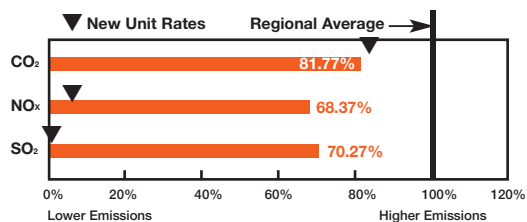
Power Sources

WMECo procures its electricity supply for Basic Service from system power contracts, not from specific generating units. This information incorporates the generating units of New England.

Power Source	Known Resources	System Power	Total
Biomass	1.85%	0.57%	2.42%
Coal	0.00%	11.43%	11.43%
Hydro: Large (>30MW)	0.00%	0.00%	0.00%
Hydro: Small (<30MW)	0.00%	2.87%	2.87%
Imported Power	0.00%	0.00%	0.00%
Municipal Trash	1.03%	1.07%	2.10%
Natural Gas	0.21%	40.75%	40.96%
Nuclear	0.00%	31.27%	31.27%
Oil	0.00%	7.04%	7.04%
Other Renewable	0.20%	0.00%	0.20%
Solar	0.01%	0.01%	0.02%
Wind	1.61%	0.07%	1.68%
Total	4.91%	95.09%	100.00%

Air Emissions

Carbon dioxide (CO₂), nitrogen oxide (NO_x), and sulfur dioxide (SO₂) emission rates from these sources, relative to the regional average, and to the emission rates of a new generating unit.



Labor Information

36.17% of the power generated for the regional power supply came from power sources that have union contracts with their employees. There were no labor disputes requiring replacement employees during the period October 2009 through September 2010.