

ANZA ELECTRIC COOPERATIVE, Inc.

A Touchstone Energy® Cooperative 

Phone: (951) 763-4333

P.O. Box 391909 (58470 Highway 371) Anza, California 92539-1909

Fax: (951) 763-5297

Join the Co-op Connections® Program

Dear Business Customer,

We have an exciting new opportunity for your business. We'd like to invite you to join us in a new member benefits initiative, the Co-op Connections program. This program gives you the opportunity to offer our cooperative members valuable discounts. In exchange for your participation, we promote your business and discount offers to our members at no cost to you. The program is designed to benefit your business and our members.

Anza Electric Cooperative, Inc., in conjunction with other Touchstone Energy® cooperatives around the country, has developed the Co-op Connections program to deliver more value to members and assist participating businesses in increasing customer visits.

This program gives your business exposure to our approximately 4000 members and millions served by our fellow Touchstone Energy cooperatives.

The enclosed brochure describes the program in detail. Participation is easy and should help give you a marketing advantage with our 17 million-and-growing membership!

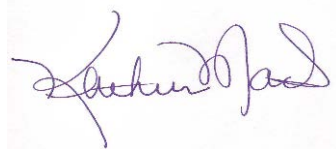
Please review the brochure, call us with any comments or questions and return the participation form to us at your earliest convenience so we can include your business in our marketing items. Contact us at 951-763-4333 or aec@anzaelectric.org.

To see what other businesses are doing nationwide, log on to www.connections.coop To see what local businesses are offering log on to www.connections.coop/anza.

Touchstone Energy is a nationwide alliance of more than 600 not-for-profit electric cooperatives. Each is member-owned and dedicated to upholding the cooperative principles of innovation, integrity, accountability and commitment to community.

Sincerely,

Anza Electric Cooperative, Inc.



Katherine Maclver
Member Services Manager



Touchstone Energy®

The power of human connections

www.touchstoneenergy.coop

Anza Electric Cooperative, in conjunction with other Touchstone Energy cooperatives around the country, has developed the Co-op Connections program to deliver more value to members and promote participating businesses.

For more information, contact:

Anza Electric Cooperative, Inc.
P O Box 391909
Anza, CA 92539

951-763-4333

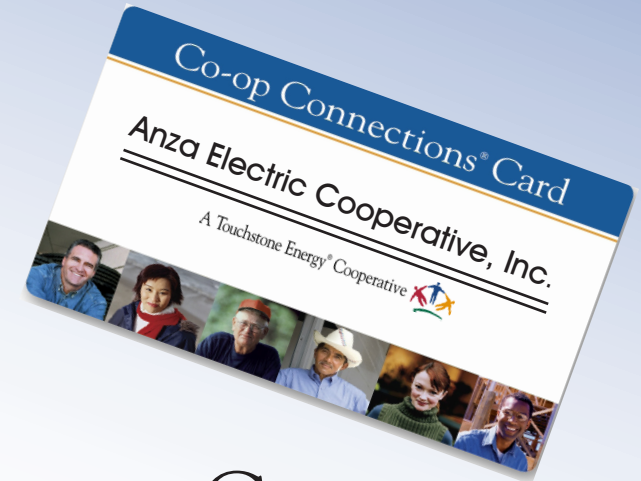
E-mail us at:
aec@anzaelectric.org

or visit our Web site at:
www.anzaelectric.org

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Co-op Connections® Program



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Co-op Connections® Program

Introducing the Co-op Connections Program

A program that benefits cooperative members by offering valuable discounts from participating businesses and increases customer visits at local businesses.

- All Anza Electric Cooperative members have received their free Co-op Connections cards and two key fobs along with a list of participating local and national businesses.
- This program gives participating businesses exposure to our 4000 members and millions more served by our fellow Touchstone Energy cooperatives.
- An updated list of participating businesses will be provided to all Anza Electric Cooperative members through bill inserts & the Currents magazine. These businesses will also be posted on our website at: www.anzaelectric.org.
- Co-op members are encouraged to shop at participating businesses through promotions in our newsletter, bill stuffers and our web site.
- The card features Anza Electric's important contact information and web site information.

The program is FREE to participating businesses.

Here are examples of typical business discounts:

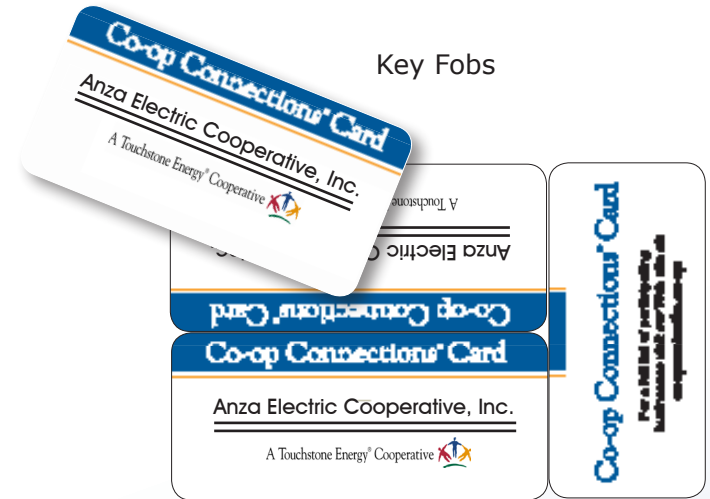
- 10% of your total purchase.
- Free ice cream cone with purchase of meal.
- \$3.00 off a gallon of name brand paint.
- 5% discount for long-term care policies

Here's how the card works:

All Anza Electric Cooperative members have received Co-op Connections cards! When they show the card at any participating business, they receive a discount. It's that easy.

All participating businesses receive free advertising from Anza Electric.

All participating businesses have the choice to opt out of the program at the end of every year.



Front of Card



Back of Card

Businesses also receive free:



Window Stickers

Co-op ConnectionsSM Program
Brought to you by Anza Electric Cooperative, Inc.
PARTICIPATING BUSINESS CONTRACT

Name of Business: _____

Category (circle one): Sports Lodging Restaurant Retail Other: _____

Contact Name: _____

Contact Title: _____

Mailing Address: _____

City, State, Zip: _____

Phone: _____ Owner's Cell No. _____

Business Hours: _____

Website: _____

E-Mail Address: _____

Fax: _____

Business Description (*Please be very detailed. e.g. We provide the best ----- in town. OR Come try our homemade ---*)

By signing this Contract I agree to be a participating Co-op Connections business and will give discounts to all Co-op Connections Cardholders as noted in the Co-op Connections brochure. I can provide whatever discount I want, as long as it is something that provides a real economic value to Cardholders. I have chosen the discount described below. I will continue to offer this discount (or a better discount) for one year, unless Touchstone Energy[®] or my local cooperative terminates this Contract. This Contract is effective from the day I return a signed copy until the day it is terminated as described below.

Check here if your business would like this agreement to automatically renew at the end of one year unless either party terminates this contract.

Discount offered to Co-op Connections cardholders: _____

Signature: _____

Date _____

Please return this form in the enclosed postage-paid envelope to:

Anza Electric Cooperative, Inc.

Katherine MacIver

P O Box 391909

Anza, CA 92539

After we receive your signed contract, we will mail your participating Co-op Connections package, which includes window and cash register stickers to display in your business helping to identify you as a participating business. Please indicate how many window stickers and cash register stickers you need.

Window stickers: _____

ADDITIONAL TERMS AND CONDITIONS. Neither Touchstone Energy Cooperative, Inc. ("Touchstone Energy") nor any Touchstone Energy Cooperative ("Co-op") is liable for financial or contractual responsibilities of holders of the Co-op Connections Card ("Card"). Neither Touchstone Energy nor any Co-op will be liable for your products or services or for any inaccuracy in your marketing materials. All Cards are the property of Touchstone Energy, and any unauthorized reproduction or misrepresentation of the Card is strictly prohibited. Your marketing materials and advertisements will not use the name, trademark, or other intellectual property of Touchstone Energy or any Co-op without prior written approval. You will post Co-op Connections signage as required by Touchstone Energy. Touchstone Energy or Co-op can terminate this Contract on 30 days notice (or immediately if you commit any material breach, if your business is sold or changes ownership, if your local participating cooperative drops out of the Touchstone Energy Cooperatives program, or if you become the subject of any bankruptcy or insolvency proceeding). You can terminate this Contract at any time after one year on 30 days prior written notice. You, your employees, and your affiliates will maintain the confidentiality of any confidential information belonging to Touchstone Energy or Co-op and that you will not disclose it to any third party. You agree to indemnify, defend and hold Touchstone Energy, Co-op and their affiliates and all of their employees, officers, directors and shareholders harmless against any and all losses, liabilities, damages, costs or other expenses or claims or counterclaims of third persons or entities related to this Contract, except for any such claims arising from Touchstone Energy's or Co-op's gross negligence or willful misconduct. This Contract is governed by the substantive laws of Virginia. Any action relating to this Agreement must be brought in federal or state court located in Virginia. Each party waives its right to jury trial for any dispute relating to this Contract. Additional terms can be found at <http://www.advancingthebrand.coop>, and those terms control even if they conflict with this writing. Touchstone Energy can change any term of this Contract at any time by posting the change on any public section of this Web site dealing with the Co-op Connections program. Changes will be effective 30 days after posting.