



# N E W S R E L E A S E

## **For Immediate Release**

### **ROYAL GATE Dodge Chrysler Jeep First St. Louis Car Dealership to join AmerenUE'S Pure Power Program**

ST. LOUIS, MO., JULY 14, 2008—AmerenUE announced today that the **ROYAL GATE Dodge Chrysler Jeep Dealership** in Ellisville, Missouri has agreed to purchase renewable energy credits (RECs) through the UE's Pure Power program.

**ROYAL GATE's** commitment to this voluntary program will help prevent more than 100 metric tons of carbon dioxide (CO<sub>2</sub>), a leading greenhouse gas, from entering the atmosphere each year. This is equal to the CO<sub>2</sub> reduction provided by over 22 acres of forest storing carbon for one year or reducing the consumption and use of more than 230 barrels of oil for a year.

Pure Power is AmerenUE's voluntary renewable energy program. It gives residential customers the option to add an extra 1.5 cents/kilowatthour to their monthly bills, offsetting 100 percent of their energy usage with clean, renewable energy. Commercial and industrial customers, like **ROYAL GATE Dodge Chrysler Jeep**, participate by buying "blocks" of Pure Power, paying \$15 a month for each 1,000 kilowatt-hours used. Pure Power funds are then used to purchase renewable energy certificate from qualified wind farms.

**ROYAL GATE's** purchase of 10 blocks of Pure Power each month makes it a Pure Power LEADER—a designation reserved for companies, governments or other large users of electricity who agree to offset at least 12 percent of their energy usage through Pure Power purchases.

"Joining Pure Power is just the next step in our sustainable business practices," says Chris Shanks, General Manager of the Dealership "For example, just last year Royal Gate recycled more than 23,000 gallons of oil and 2,200 tires."

Shanks adds that Royal Gate Dodge Chrysler Jeep's environmental objectives are entirely in-line with the NEW Chrysler Company's "Green Halo" initiative—a joint marketing and sales initiative between Chrysler LLC, participating Chrysler Dealers in eastern Missouri and UE that targets and serves today's energy and fuels conscientious consumer.

"The GREEN HALO Initiative offers current UE Pure Power customers \$45 (3 months enrollment) to test drive a WORLD CLASS Chrysler, Dodge or Jeep vehicle and

an additional \$45 (3 months enrollment), or, \$90 total (6 months enrollment) if they purchase a WORLD CLASS Chrysler, Dodge or Jeep vehicle,” says Shanks.

For more information about the Pure Power program, go to [www.ameren.com/purepower](http://www.ameren.com/purepower). AmerenUE’s Pure Power program is Green-e Certified by the not-for-profit Center for Resource Solution. Green-e is the leading renewable energy certification and verification program in the U.S.

AmerenUE is a subsidiary of St. Louis-based Ameren Corporation. The Ameren companies serve 2.4 million electric customers and nearly one million natural gas customers in a 64,000-square-mile area of Missouri and Illinois.

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