



FOR IMMEDIATE RELEASE

HEADLINE: *As Power Usage Climbs Amid Summer Heat, Ameren Customers Can Select Lower Electric Rates from IntegrYS Energy Services*

SOURCE: *IntegrYS Energy Services, Inc.*

CHICAGO—July 25, 2011—Most consumers recognize that summer is the season of higher electric bills, with costs rising as the air conditioning works harder to keep homes cool. But many don't realize that a recent decision by the Illinois Commerce Commission (ICC) has led to more choices for electric consumers. The ICC's decision to allow alternative electricity suppliers to bill customers through the utility gives Ameren Illinois customers the ability to choose who provides the supply portion of their electric service—and the potential to save money by switching their electric supplier. IntegrYS Energy Services, a subsidiary of Chicago-based IntegrYS Energy Group, Inc. (NYSE: TEG), is introducing a fixed price electricity offering to help bring customers savings compared to Ameren's current electricity supply rate.

Customers in certain eligible utility classes can save at least 8% compared with Ameren's current (June 2011-October 2011) electric supply rates. (The rate comparison does not include Ameren's delivery charges.) While Ameren's electric rate changes each June and October, customers who enroll in IntegrYS Energy Services' annual fixed price plan can rest assured that their competitive electricity price is locked for 12 months. Consumers can visit IntegrYS Energy Services' website for a description of eligible delivery classes.

Customers who switch to IntegrYS Energy Services' electricity will experience a seamless transition. Ameren will continue to deliver electricity to customers using their current meters and will handle calls for outages, emergency services, and questions about residential service. Customers will still receive their monthly bill from Ameren, and it will show IntegrYS Energy Services' electricity supply charges.

“IntegrYS Energy Services has already signed up nearly 20,000 Illinois electric customers since we entered the residential market in early April. We're excited about the positive response we've received from customers who like our competitive pricing and the stability of our fixed rates.



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IntegrYS Energy Services has been proudly serving Illinois residents with affordably priced natural gas options for 15 years. We have the market experience and local presence to consistently provide customers with the best value in energy and related services,” said Brian Bowe, Illinois Direct Mass Market Manager. IntegrYS Energy Services is currently one of the leading local suppliers of commercial, industrial, and residential natural gas because of its consistent price-competitiveness, dedicated customer service staff, and national reputation. In addition to potential savings, customers will enjoy budget stability, exceptional 24/7 customer service, and the peace of mind that comes from doing business with a company whose parent is a Fortune 500® company based in Chicago.

Interested consumers can visit www.integrYSenergy.com/ILSavings for more information on Illinois electricity choice and upcoming product offers from IntegrYS Energy Services. Patrons can contact IntegrYS Energy Services’ experienced customer service team toll-free at 1-888-688-1236 with any questions and/or to enroll.

For More Information Contact:

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About IntegrYS Energy Services, Inc.

Established in 1994, IntegrYS Energy Services, Inc. provides competitive energy supply solutions, structured products, and strategies that allow retail residential, commercial, and industrial customers to manage their energy needs. Its principal energy marketing operations are in the northeastern quadrant of the United States. Through its subsidiary, IntegrYS Energy Services – Natural Gas LLC, IntegrYS offers natural gas products to a full range of end-users throughout the Midwest. Areas of generation expertise include cogeneration, distributed generation, renewables such as solar and landfill gas, as well as clean fuel generation, with facilities in selected markets throughout the United States. More information about IntegrYS Energy Services is available online at www.integrYSenergy.com.

About IntegrYS Energy Group, Inc.

IntegrYS Energy Group is a diversified holding company with regulated utility operations through six wholly owned subsidiaries, Wisconsin Public Service Corporation, The Peoples Gas Light and Coke Company, North Shore Gas Company, Upper Peninsula Power Company, Michigan Gas Utilities Corporation, and Minnesota Energy Resources Corporation; nonregulated energy operations through its wholly owned subsidiary, IntegrYS Energy Services, Inc.; and also a 34% equity ownership interest in American Transmission Company LLC (an electric transmission company operating in Wisconsin, Michigan, Minnesota, and Illinois). More information about IntegrYS Energy Group, Inc. is available online at www.integrYSgroup.com.