

Town of Ludlow

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FOR IMMEDIATE RELEASE

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Ludlow Power Choice to Provide More than Two Years of Stable Electricity Supply Prices Starting in August 2025

LUDLOW — The Town of Ludlow is pleased to announce the August 2025 launch of Ludlow Power Choice, a new group electricity buying program from the Town for residents and business owners.

The Town has signed a contract with First Point Power, which will provide savings compared to Eversource's residential price at launch, as well as 27 months of stable electricity supply prices. In launching the program, the Town is joining more than 200 other Massachusetts cities and towns that have or are developing similar

programs, including the communities of Springfield, Amherst, Northampton, and West Brookfield.

Ludlow Power Choice will change the price that is used to calculate the supply charge on Eversource's electric bills. Participants will automatically receive a price of 12.891 ¢/kWh, which is below Eversource's Aug. 1 residential price of 13.493 ¢/kWh and which will save an average household more than \$3/month at launch. Participants also have the option to receive 80% of their electricity from renewable sources for 13.278 ¢/kWh or to receive 100% of their electricity from renewable sources for 14.078 ¢/kWh.

Ludlow Power Choice prices are fixed and stable from August 2025 until November 2027. In contrast, Eversource's prices change seasonally. Eversource's price will be in effect from Aug. 1, 2025, through Jan. 31, 2026, and future prices are not known. As a result, savings beyond that date cannot be guaranteed.

Eversource remains responsible for delivering electricity to Ludlow without interruption, addressing power outages, and handling all electricity billing. Ludlow Power Choice impacts only Eversource's electricity supply charge. Eversource's delivery charges will not be impacted.

Like all similar programs across the state and in accordance with state law, Ludlow Power Choice will use an automatic enrollment model, though participation will not be required. Electricity accounts with Eversource's Basic Service, meaning accounts that do not have a private electricity supply contract, will be eligible for automatic enrollment in Ludlow Power Choice in August and will see the program price on their September Eversource bill. Eligible account holders will receive a notification by mail from the Town in mid-June, but can choose to opt out if they do not wish to participate. Electricity accounts with a private electricity supply contract will not be eligible for automatic enrollment, but they can enroll in Ludlow Power Choice by request.

Electricity customers who receive solar credits and/or solar incentive payments on their bill will continue to receive those credits or payments with no change.

Electricity customers who receive fuel assistance or a low-income discount from Eversource will continue to receive that benefit with no change.

Participation in Ludlow Power Choice is never required. Electricity customers with accounts eligible for automatic enrollment can choose to opt out before being automatically enrolled if they do not wish to participate. Any customer who does participate in Ludlow Power Choice has the freedom to opt out at any time in the future with no fee or penalty.

Program details are available on the program website, LudlowPowerChoice.com.

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A message from the Town of Ludlow

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