

**PA PUC Retail Markets Investigation
Technical Conference Call
September 14, 2011
PECO Energy Company Deliverables**

Please provide an estimate of costs of mailing a customer letter vs. a small post card or a larger size post card:

- The estimated costs of customer mailings are as follows:
 - Printing and mailing of an individual letter is approximately \$1 per letter
 - Design, printing and mailing of a standard size postcard 3.5 x 5 is approximately \$0.30 per postcard
 - Design, printing and mailing of a larger size postcard 6X9 is approximately \$0.41 per postcard
- These amounts are estimates and are subject to change based upon numerous factors including design changes, printing requirements, and postal rates, etc.