

For Immediate Release

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‘Sign of the times’ as Hydro One Brampton rebrands *Alectra Utilities working to be an ally to Brampton electricity customers*

Brampton, ON – The replacement of the familiar Hydro One Brampton sign at the 175 Sandalwood Parkway West location with one that now features Alectra Utilities signifies more than just a name change for Brampton’s electricity provider. It symbolizes the integration of the utility into the Alectra family of companies, the new municipally-owned entity that serves one million customers in the Greater Toronto and Hamilton Area. Alectra commenced full operations on February 28th of this year.

In addition to replacing the signage at various locations around the community, Alectra, created from the recent consolidation of Hydro One Brampton, Enersource, Horizon Utilities and PowerStream, has been busy rebranding other items including bucket trucks, pickup trucks, cars and trailers.

“Alectra is working hard for the residents and businesses in Brampton by providing best-in-class service in everything that can be done for an electricity customer, whether it’s an easy switch to an online bill, staying informed about an outage in the area or converting a business to be more energy-efficient,” says Brian Bentz, President and CEO of Alectra Inc. The merged company is now the largest municipally-owned electricity utility in Canada.

The rebranding to Alectra Utilities is yet another step in the full integration of Hydro One Brampton into the Alectra fold.

In the meantime, Brampton electricity customers can continue to make payments as they have done previously and can contact the utility at the same phone numbers as they always have – 905-840-6300, extension 7300 for customer care and 1-844-797-7920 for power outages.

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About Alectra’s Family of Companies

Alectra’s family of energy companies distributes electricity to nearly one million customers in Ontario’s Greater Golden Horseshoe Area and provides innovative energy solutions to these and thousands more across Ontario. The Alectra family of companies includes Alectra Inc. (Mississauga), Alectra Utilities Corporation (Hamilton) and Alectra Energy Solutions (Vaughan).

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