

OFF COAL. HERE'S HOW.

Exceed Alberta's environmental targets. Protect jobs and communities. Protect consumers from price spikes and market volatility. Keep Alberta competitive... and accelerate the province's transition to renewable energy.

1 EXCEED ENVIRONMENTAL TARGETS

TransAlta's proposal enables Alberta to achieve its greenhouse gas (GHG) reduction targets from coal.

TransAlta's Dial Down - Dial Up proposal enables the province to achieve its GHG reduction targets from coal.

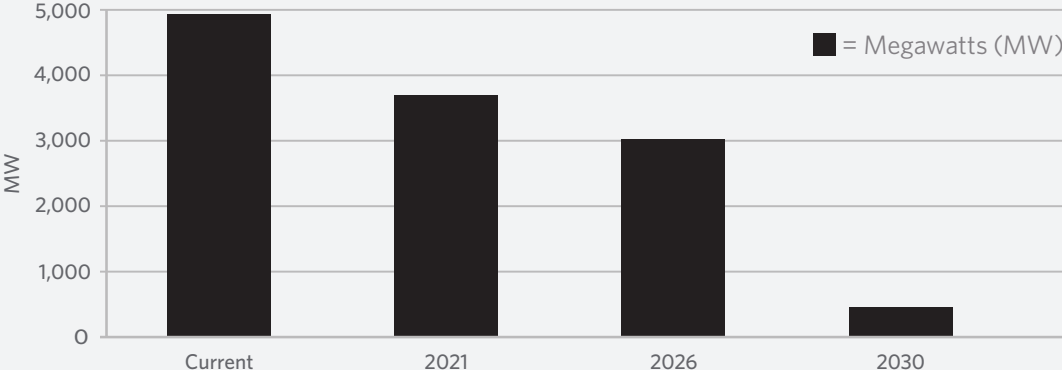
Immediately reduces emissions by cutting coal-based generation by 20%, starting in 2016.

Ramps up renewables to 25% of Alberta's energy generation by 2030.

Imposes a hard cap on coal-fired emissions.

Achieves GHG reductions of nine megatonnes per year.

A HARD CAP ON COAL GENERATION WILL DRIVE DOWN COAL USAGE IN ALBERTA.



2 PROTECT JOBS & COMMUNITIES

As the province's largest electricity generator, TransAlta employs thousands of Albertans. Moving too quickly on retiring coal plants will have a direct impact on livelihoods and communities.

1,300 direct jobs in plant and mining operations.

1,500 jobs in construction and other community-based services.

Thousands of indirect jobs in the communities of Stony Plain, Parkland County and Wabamun. This includes, for example, restaurants, housing, grocery stores, banks and other community businesses and services that support and serve families.



3 PROTECT CONSUMERS & KEEP ALBERTA COMPETITIVE

Where it's been tried, accelerating the transition too quickly drives up residential consumer and business energy costs — and undermines Alberta's competitiveness.

	ALBERTA	Texas	Ontario	California	United Kingdom	Germany
RESIDENTIAL RETAIL (DELIVERED) PRICE (\$CAD)	12.18 cents/kWh	15.70 cents/kWh	16.5 cents/kWh	22.79 cents/kWh	32 cents/kWh	42.81 cents/kWh
INDUSTRIAL RETAIL (DELIVERED) PRICE (\$CAD)	5.9 cents/kWh	7.3 cents/kWh	9.3 cents/kWh	16.1 cents/kWh	19.5 cents/kWh	15.1 cents/kWh

THE INDUSTRIAL RETAIL ELECTRICITY RATE IN OUR PROVINCE IS CURRENTLY ABOUT 5.9 CENTS PER KILOWATT HOUR, ONE OF THE LOWEST IN THE WORLD AND ESSENTIAL IN AN ENERGY-INTENSIVE PROVINCE THAT COMPETES IN A GLOBAL ECONOMY — AND PROVIDES JOBS AND OPPORTUNITY FOR ALBERTANS.

How will lost revenues to communities and governments be offset?

MUNICIPAL TAX REVENUES.

More than \$13 million in communities around our coal and mining operations.

PROVINCIAL AND FEDERAL TAX REVENUES.

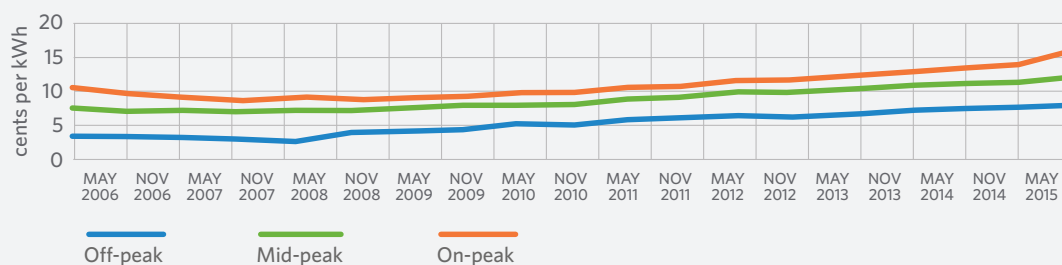
Just under \$1.4 billion in government revenue — including \$678 million to the Government of Alberta.

Total federal and provincial tax income: \$2.6 billion.

IN ONTARIO, CONSUMER PRICES JUMPED 45% DURING THE PROVINCE'S ACCELERATED COAL TRANSITION.

TIME-OF-USE PRICES.

This chart tracks time-of-use electricity prices since 2006.



Source: Ontario Energy Board <http://www.ontarioenergyboard.ca/OEB/Consumers>

4 ACCELERATE RENEWABLES

Our proposal places Alberta among the most ambitious jurisdictions in North America for generation from renewable sources. Alberta's current renewable generation supplies approximately 8% of energy demand.

10% of Alberta's energy supply by 2020, 25% by 2030.

Equivalent to adding 400 to 500 megawatts (MW) of wind per year, every year, or enough to power more than 500,000 households.

Every 1% increase in the renewables supply is equivalent to adding a 300 MW wind farm.

