November In-Market Campaign Grid

5-Nov-26

ADVERTISING				
Promo Code	**Offer Dates**	**Offer Type**	**Offer Description**	**Notes**
SIMPLE	11/05/26 - 12/04/26	DISCOUNT	Per Therm Discount	Residential Acquisition
SAVE100	11/05/26 - 12/04/26	DISCOUNT	$100 in Bill Credits ($8.50 for 12 months)	Residential Acquisition
SAVE120	11/05/26 - 12/04/26	DISCOUNT	$120 in Bill Credits ($10 for 12 months)	Residential Acquisition
FIXED100	11/05/26 - 12/04/26	DISCOUNT	$100 in Bill Credits ($8.50 for 12 months)	Residential Acquisition
GNG100	11/05/26 - 12/04/26	DISCOUNT	$100 in Bill Credits ($8.50 for 12 months)	Residential Acquisition
RAF50	11/05/26 - 12/04/26	DISCOUNT	$50 in Bill Credits ($10 for 5 months)	Residential Acquisition
GREEN	11/05/26 - 12/04/26	DISCOUNT	$120 in Bill Credits ($10 for 12 months)	Residential Acquisition
GSU120	11/05/26 - 12/04/26	DISCOUNT	$120 in Bill Credits ($10 for 12 months)	Residential Acquisition
MILITARY	11/05/26 - 12/04/26	DISCOUNT	$120 in Bill Credits ($10 for 12 months)	Residential Acquisition
GNGSENIOR	11/05/26 - 12/04/26	DISCOUNT	$120 in Bill Credits ($10 for 12 months)	Residential Acquisition
DIGITAL				
SIMPLE	11/05/26 - 12/04/26	DISCOUNT	Per Therm Discount	Residential Acquisition
CHOOSEGNG	11/05/26 - 12/04/26	DISCOUNT	Per Therm Discount	Residential Acquisition
SAVINGS	11/05/26 - 12/04/26	DISCOUNT	Per Therm Discount	Residential Acquisition
GNGHAWKS	11/05/26 - 12/04/26	DISCOUNT	Per Therm Discount	Residential Acquisition
LOCAL	11/05/26 - 12/04/26	DISCOUNT	Per Therm Discount	Residential Acquisition
GNGFRIEND	11/05/26 - 12/04/26	DISCOUNT	Per Therm Discount	Residential Acquisition
DEALS	11/05/26 - 12/04/26	DISCOUNT	Per Therm Discount	Residential Acquisition
EASYMOVE	11/05/26 - 12/04/26	DISCOUNT	Per Therm Discount	Residential Acquisition
GNGSOCIAL	11/05/26 - 12/04/26	DISCOUNT	Per Therm Discount	Residential Acquisition
FEATURED	11/05/26 - 12/04/26	DISCOUNT	Per Therm Discount	Residential Acquisition
MOVERS	11/05/26 - 12/04/26	DISCOUNT	Per Therm Discount	Residential Acquisition
VISA100	11/05/26 - 12/04/26	VISA REWARD CARD	$100 Visa Reward Card	Residential Acquisition
FREE	11/05/26 - 12/04/26	Connect for FREE	$95 One-time Connection Fee Credit	Residential Acquisition
ACQUISITION				
Direct Mail				
SIMPLE	11/05/26 - 12/04/26	DISCOUNT	Per Therm Discount	Residential Acquisition
CONNECT26	11/05/26 - 12/04/26	DISCOUNT	$95 One-time Connection Fee Credit + Per Therm Discount	Seasonal Acquisition
EMAIL				
REKINDLE26	11/05/26 - 12/04/26	DISCOUNT	$95 One-time Connection Fee Credit + Per Therm Discount	Seasonal Acquisition
RETENTION				
Direct Mail				
MYCHOICE26	11/05/26 - 12/04/26	DISCOUNT	$25 Bill Credit or $25 Visa Reward Card	Residential Retention (Fixed Roll-Offs)
GUARANTEED90	11/16/26 -12/14/26	DISCOUNT	$90 in Bill Credits ($7.50 for 12 months)	Residential Retention (Convert & Extend)
EMAIL				
PGB150	11/16/26 -12/14/26	DISCOUNT	$150 in Bill Credits ($12.50 for 12 months)	Residential Retention
GBP120	11/16/26 -12/14/26	DISCOUNT	$120 in Bill Credits ($10.00 for 12 months)	Residential Retention
UPGRADE90	11/16/26 -12/14/26	DISCOUNT	$90 in Bill Credits ($7.50 for 12 months)	Residential Retention (Convert & Extend)
FIXED26	11/05/26 - 12/04/26	DISCOUNT	$25 Bill Credit or $25 Visa Reward Card	Residential Retention (Fixed Roll-Offs)
ESTAYNOV26	11/05/26 - 12/04/26	DISCOUNT	Fixed Price Plan Per Therm Discount	Residential Retention
SAMEBILL90	11/16/26 -12/14/26	DISCOUNT	$90 in Bill Credits ($7.50 for 12 months)	Residential Retention (Convert & Extend)
FLAT90	11/16/26 -12/14/26	DISCOUNT	$90 in Bill Credits ($7.50 for 12 months)	Residential Retention Convert (PRP-PGB)
FPRO26	11/05/26 - 12/04/26	FIXED PRICE PLAN	Fixed Price Plan	Residential Retention (Fixed Roll-Offs)
APPRO	11/05/26 - 12/04/26	FIXED PRICE PLAN	Fixed Price Plan	Residential Retention (Fixed Roll-Offs)
FPROPC	11/05/26 - 12/04/26	FIXED PRICE PLAN	Fixed Price Plan	Residential Retention (Fixed Roll-Offs)

FPROGL	11/05/26 - 12/04/26	FIXED PRICE PLAN	Fixed Price Plan	Residential Retention (Fixed Roll-Offs)
PROMOAB	On-going	DISCOUNT	$75 One-time Bill Credit	Residential Retention
PROMOCJS	On-going	DISCOUNT	$50 One-time Bill Credit	Residential Retention
PROMODH	On-going	DISCOUNT	$25 One-time Bill Credit	Residential Retention
APPGBP	11/05/26 - 12/04/26	TRACKING ONLY	TRACKING ONLY	Residential Retention
INSIDE SALES				
APARTMENT SPECIAL	01/01/26 - 12/31/26	DISCOUNT	($.02 cents for 12 months) + $25 Bill Credit	Multifamily Acquisition
GAA LOYALTY	01/01/26 - 12/31/26	DISCOUNT	($.20 cents for 12 months) + $25 Visa Reward Card	Residential Acquisition
RIGHTNOW	01/01/26 - 12/31/26	DISCOUNT	$100 in Bill Credits ($8.50 for 12 months)	Residential Acquisition
PARTNER OFFERS				
KROGER100	01/01/26 - 12/31/26	DISCOUNT	$100 Kroger Gift Card + Perm Therm Discount	Residential Acquisition
KROGERGNG	01/01/26 - 12/31/26	DISCOUNT	$100 Kroger Gift Card + Perm Therm Discount	Residential Retention
AAA	01/01/26 - 12/31/26	DISCOUNT	$50 Visa Reward Card + Perm Therm Discount	Residential Acquisition
AAAGNG	01/01/26 - 12/31/26	DISCOUNT	($.15 for 12 months) Per Therm Discount	Residential Retention
MISBO	01/01/26 - 12/31/26	DISCOUNT	$100 in Bill Credits ($8.50 for 12 months)	Residential Acquisition
BUILDERS PROGRAM				
BUILD AW	01/01/26 - 12/31/26	DISCOUNT	Per Therm Discount	Residential Acquisition
CLAYTON	01/01/26 - 12/31/26	DISCOUNT	Per Therm Discount	Residential Acquisition
BUILD JWC	01/01/26 - 12/31/26	DISCOUNT	Per Therm Discount	Residential Acquisition
BUILD RYAN	01/01/26 - 12/31/26	DISCOUNT	Per Therm Discount	Residential Acquisition
BUILD PMCO	01/01/26 - 12/31/26	DISCOUNT	Per Therm Discount	Residential Acquisition
PREFERRED_BUILDER	01/01/26 - 12/31/26	DISCOUNT	Per Therm Discount	Residential Acquisition
GNGBUILDER	01/01/26 - 12/31/26	TRACKING ONLY	TRACKING ONLY	Residential Acquisition
REALTOR PROGRAM - gngHUB				
HOUSEWARMING	01/01/26 - 12/31/26	DISCOUNT	A Per Therm Discount OR $120 in Bill Credits ($10 for 12 months))	Residential Acquisition
HARRYNORMAN	01/01/26 - 12/31/26	DISCOUNT		Residential Acquisition
METROBROKERS	01/01/26 - 12/31/26	DISCOUNT		Residential Acquisition
BERKSHIREHATHAWAY	01/01/26 - 12/31/26	DISCOUNT		Residential Acquisition
ATLCOMMUNITIES	01/01/26 - 12/31/26	DISCOUNT		Residential Acquisition
ERA	01/01/26 - 12/31/26	DISCOUNT		Residential Acquisition
KELLERWILLIAMS	01/01/26 - 12/31/26	DISCOUNT		Residential Acquisition
COLDWELLBANKER	01/01/26 - 12/31/26	DISCOUNT		Residential Acquisition
REMAX	01/01/26 - 12/31/26	DISCOUNT		Residential Acquisition
CHAFIN	01/01/26 - 12/31/26	DISCOUNT		Residential Acquisition
AVALON	01/01/26 - 12/31/26	DISCOUNT		Residential Acquisition
REALTOR	01/01/26 - 12/31/26	DISCOUNT		Residential Acquisition
KWCHATTNORTH	01/01/26 - 12/31/26	DISCOUNT		Residential Acquisition
KWROSWELL	01/01/26 - 12/31/26	DISCOUNT		Residential Acquisition
KWNORTHATL	01/01/26 - 12/31/26	DISCOUNT		Residential Acquisition
OPENDOOR	01/01/26 - 12/31/26	DISCOUNT		Residential Acquisition
PETERSENPARTNERS	01/01/26 - 12/31/26	DISCOUNT		Residential Acquisition
BETTERHOMES	01/01/26 - 12/31/26	DISCOUNT		Residential Acquisition
RYANHOMES	01/01/26 - 12/31/26	DISCOUNT		Residential Acquisition
ASHTONWOODS	01/01/26 - 12/31/26	DISCOUNT		Residential Acquisition
BOLST	01/01/26 - 12/31/26	DISCOUNT		Residential Acquisition
NEWHOME	01/01/26 - 12/31/26	DISCOUNT		Residential Acquisition
PMCOMMUNITIES	01/01/26 - 12/31/26	DISCOUNT		Residential Acquisition
DAVIDSON HOMES	01/01/26 - 12/31/26	DISCOUNT		Residential Acquisition
3rd PARTY				
ENERGYSHOP				
ENERGYSHOP	11/05/26 - 12/04/26	DISCOUNT	Per Therm Discount	Residential Acquisition
GEORGIA GAS SAVINGS				
GAGAS	11/05/26 - 12/04/26	DISCOUNT	Per Therm Discount	Residential Acquisition
GASAVES	11/05/26 - 12/04/26	DISCOUNT	Per Therm Discount	Residential Acquisition

Georgia Natural Gas®

P.O. Box 440667
Kennesaw, GA 30160-9512

PRESORTED
STANDARD
U.S. POSTAGE
PAID
GEORGIA
NATURAL GAS

Tired of remembering to renew?

Check out the Guaranteed Bill℠ plan and stop stressing about the calendar.

Your fixed rate plan has expired.

IMPORTANT: Since your fixed plan has expired, you may be paying more for your natural gas service. Don't worry, we've made it simple for you to pick a new plan.

Visit gng.com/RENEW or call 888.257.5633

Georgia Natural Gas®

Same bill. Every month. It's that simple.

Georgia Natural Gas®

IIIIIII III IIIIIII I IIIIIIIIIIIII IIII III I IIIIIIIIIII III IIIIIIIII I III I IIIIIIIII IIIII IIIIIIII
**********SAMPLE
Name
Seed
Address
Alt Address
City, ST 00000-1234

Your GNG Account Number:
XXXXXXXXX-XX12345

Hi Firstname,

You can't control the weather, but you can control your gas bill.

On your current plan, your bill will go up if you use more gas in colder weather. But on the **Guaranteed Bill℠ plan,** you'll pay the same flat bill amount every month. Guaranteed.

P.S. We think you'll love our Guaranteed Bill plan, so we'll waive any termination charge you might have when you switch. Sign up by December 14, 2026, and we'll also take $7.50 off your bill each month – **that's $90 in extra savings.**†

Your Savings

$XX GUARANTEED BILL℠ AMOUNT PER MONTH*

– $7.50 BILL CREDIT EVERY MONTH†

= $YY **YOUR DISCOUNTED GUARANTEED BILL℠ AMOUNT*†**

Signing up is simple.

PROMO CODE
GUARANTEED90

OFFER EXPIRES
December 14, 2026

VISIT
gng.com/GUARANTEED90

CALL
888.854.8354

Enrollment eligibility, price plan availability, and actual Guaranteed Bill amount are subject to GNG's credit and payment policies and Terms and Conditions of Service and Disclosure Statement. See guaranteedbill.com for additional information. Guaranteed Bill plan includes an Atlanta Gas Light Company Base Charge and a GNG Customer Service Charge. Guaranteed Bill amount does not include prorated service periods, taxes, or one-time charges, which may include connection or late charges.

*Stated Guaranteed Bill plan amount subject to credit approval and available only for named addressee on this mailer as account holder enrolling in GNG's Guaranteed Bill plan by 12/14/2026, using applicable promotion code, with respect to natural gas service at the address specified on this mailer. This offer is not transferable between customers or premises.

†Offer limited to qualified residential customers who enroll in the Guaranteed Bill plan by 12/14/2026, using applicable promotion code. $7.50/month bill credit available for a total of 12 consecutive months, provided customer remains enrolled in the selected price plan during the applicable period and pays all billed charges by the date due, or bill credits will be canceled, and customer will continue to be billed at the selected price plan amount without any bill credits. Stated discounted monthly total includes bill credit and is based on a standard service period. Cannot be combined with any other offer.

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Renew now and get rewarded.

Georgia Natural Gas®

**********SAMPLE
Name
Seed
Address
Alt Address
City, ST 00000-1234

Your GNG Account Number:
XXXXXXXXX-XX12345

Hi Firstname,

Your current Georgia Natural Gas (GNG) plan expires on **MonthMonth DD, 2026,** so it's time to renew.

To say thank you for being a great customer, we're giving you the choice of a special loyalty bonus. Renew your gas plan by December 4, 2026, and choose between a $25 bill credit* and a digital $25 Visa® Reward Card.*

Bonus

$25
BILL CREDIT*

or

$25
VISA®
REWARD CARD*

Renewing is simple.

PROMO CODE
MYCHOICE26

OFFER EXPIRES
December 4, 2026

VISIT
gng.com/MYCHOICE26

CALL
888.257.5633

Enrollment eligibility, price plan availability, actual customer service charge, deposit requirement, and price per therm are subject to GNG's credit and payment policies. See gng.com for price plans and customer service charge ranges. All price plans are subject to GNG's Terms and Conditions of Service and Disclosure Statement and will include an Atlanta Gas Light Company Base Charge, a GNG Customer Service Charge, and Taxes.

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P.S. Did you know that with GNG you can go greener and save? Add Greener Life® when you renew, and you'll save an **extra 5¢ per therm** and get your first year of Greener Life free.†

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†Twelve months of free Greener Life and line-item reward available only to qualified residential customers who enroll in Greener Life between 11/05/2026 and 12/04/2026. $.05/therm line-item reward for fixed price plans available for a total of 12 consecutive bills, provided the customer remains enrolled in the Greener Life program. Line-item reward available only one time per customer. Customer will receive a $4.99 monthly bill credit for a maximum of 12 consecutive months to offset the Greener Life Signature Service charge. After the expiration of the 12-month period, the Greener Life Signature Service charge will apply, and GNG will no longer apply the $4.99 bill credit.

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Seed
Address
Alt Address
City, ST 00000-1234

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Renewing is simple.

PROMO CODE
MYCHOICE26

OFFER EXPIRES
December 14, 2026

VISIT
gng.com/MYCHOICE26

CALL
888.257.5633

Enrollment eligibility, price plan availability, actual customer service charge, deposit requirement, and price per therm are subject to GNG's credit and payment policies. See gng.com for price plans and customer service charge ranges. All price plans are subject to GNG's Terms and Conditions of Service and Disclosure Statement and will include an Atlanta Gas Light Company Base Charge, a GNG Customer Service Charge, and Taxes.

*Offer limited to qualified existing residential customers who enroll in GNG's 6, 12, 18 or 24-Month Fixed plan by 12/14/2026, using applicable promotion code. Customer must select either the bill credit or the Visa Reward Card (defined below). If selected, $25 bill credit will be applied to the customer's first bill. The digital $25 Visa Reward Card, if selected, will be emailed to customer within 7 days from the date service begins. Email address required for digital Visa Reward Card fulfillment. The Georgia Natural Gas® Visa® Prepaid Corporate Reward Card is issued by Pathward®, National Association, Member FDIC pursuant to a license from Visa U.S.A. Inc. and can be used everywhere Visa debit cards are accepted. No cash or ATM access. Bill credit or digital Visa Reward Card cannot be combined with any other offer. Georgia Natural Gas, Pathward®, National Association, and Visa U.S.A. Inc. are not affiliated, and none have any obligation or liability with respect to the products or services to be provided by the others. All trademarks noted herein are held by their respective owners.

†Twelve months of free Greener Life and line-item reward available only to qualified residential customers who enroll in Greener Life between 11/15/2026 and 12/14/2026. $.05/therm line-item reward for fixed price plans available for a total of 12 consecutive bills, provided the customer remains enrolled in the Greener Life program. Line-item reward available only one time per customer. Customer will receive a $4.99 monthly bill credit for a maximum of 12 consecutive months to offset the Greener Life Signature Service charge. After the expiration of the 12-month period, the Greener Life Signature Service charge will apply, and GNG will no longer apply the $4.99 bill credit.

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Renew now and get rewarded.

Georgia Natural Gas®

**********SAMPLE
Name
Seed
Address
Alt Address
City, ST 00000-1234

Your GNG Account Number:
XXXXXXXXX-XX12345

Hi Firstname,

Your current Georgia Natural Gas (GNG) plan expires on **MonthMonth DD, 2026,** so it's time to renew.

To say thank you for being a great customer, we're giving you the choice of a special loyalty bonus. Renew your gas plan by December 14, 2026, and choose between a $25 bill credit* and a digital $25 Visa® Reward Card.*

P.S. Did you know that with GNG you can go greener and save? Add Greener Life® when you renew, and you'll save an **extra 5¢ per therm** and get your first year of Greener Life free.†

Bonus

$25
BILL CREDIT*

or

$25
VISA® REWARD CARD*

Renewing is simple.

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Green looks good on you.

Georgia Natural Gas®

**********SAMPLE
Name
Seed
Address
Alt Address
City, ST 00000-1234

Hi Firstname,

Thank you for joining Greener Life®. Together we're making a big difference for our environment by contributing to projects that ensure your home's natural gas usage is carbon neutral.

Through Greener Life customers like you, GNG has helped offset more than 1 billion pounds of carbon emitted from your homes' natural gas usage.* As part of this movement, you are making a real impact.

The sticker enclosed is a token of our appreciation. We hope you'll proudly display it as a reminder that **one small decision, made by enough people, can make a real difference.**

Thank you for being one of those people.

Sincerely,

Margaret A. Henderson

Margaret A. Henderson
Director, Mass Markets, Georgia Natural Gas



Georgia Natural Gas®
Greener Life®

*The greenhouse gas emissions being offset by this Greener Life service are those associated with the combustion of natural gas at the point of consumption only, and do not include lifecycle emissions that occur during extraction, production, or delivery. Greener Life customers used 116,826,206 therms of natural gas in the aggregate during the period from 9/29/2019 until 10/19/2026. GNG retired an equal amount of carbon equivalent (CO_2e) offsets. The U.S. Environmental Protection Agency provides a greenhouse gas equivalencies calculator to convert greenhouse gas emission numbers into different types of equivalent units. GNG uses similar calculations to convert the volume of CO_2e used by Greener Life customers to the number pounds of CO_2e offsets retired. For approximations, go to the Greenhouse Gas Equivalencies Calculator page for more information. See gng.com/green for more details.

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49¢ 9/10

PER THERM*

Hurry! Offer expires
December 4, 2026.

Get our
lowest rate
of the year.*

Georgia Natural Gas®

It's that simple. | **gng.com**

Our lowest rate of the year is going away soon!*

49 9/10¢ PER THERM*

It's not too late to get our lowest rate of the year.* Just go online or give us a call and get this **49.9¢ per therm*** price on our 12-Month Fixed plan today. Because sometimes simple is just what you need.

Lock in our lowest rate for 12 months with our 12-Month Fixed plan.*

No interruption of service.

Up to $200 to cover cancellation fees from your current provider.*

Save an additional 5¢ per therm when you add Greener Life®.†

PROMO CODE
SIMPLE

OFFER EXPIRES
December 4, 2026

CALL
888.211.8322

VISIT
gng.com/SIMPLE

Enrollment eligibility, price plan availability, actual customer service charge, deposit requirement, and price per therm are subject to GNG's credit and payment policies. See gng.com for price plans and customer service charge ranges. All price plans are subject to GNG's Terms and Conditions of Service and Disclosure Statement and will include an Atlanta Gas Light Company Base Charge, a GNG Customer Service Charge, and Taxes.

*GNG's price included in this offer represents the effective price after discount from GNG's Georgia October PSC published price and is available only to qualified new residential customers who enroll in GNG's 12-Month Fixed plan between 10/05/2026 and 12/04/2026, using applicable promotion code. To remain eligible for the discounted price, customer must remain enrolled in the selected price plan during the applicable period and pay all billed charges by the date due, or discount will be canceled, and customer will continue to be billed at the selected price plan rate without any discount. For credit of fixed contract exit fee (limit $200), email a copy of bill showing fixed contract exit fee from current natural gas provider to customerservice@gng.com within 90 days from the date GNG service begins. Cannot be combined with any other offer.

†Twelve months of free Greener Life and line-item reward available only to qualified residential customers who enroll in Greener Life between 10/05/2026 and 12/04/2026. $.05/therm line-item reward for fixed price plans available for a total of 12 consecutive bills, provided the customer remains enrolled in the Greener Life program. Line-item reward available only one time per customer. Customer will receive a $4.99 monthly bill credit for a maximum of 12 consecutive months to offset the Greener Life Signature Service charge. After the expiration of the 12-month period, the Greener Life Signature Service charge will apply, and GNG will no longer apply the $4.99 bill credit. The greenhouse gas emissions being offset by this Greener Life service are those associated with the combustion of natural gas at the point of consumption only, and do not include lifecycle emissions that occur during extraction, production, or delivery.

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Georgia Natural Gas
P.O. Box 440667 • Kennesaw, GA 30160-9512

PRESORTED
STANDARD
U.S. POSTAGE
PAID
GEORGIA
NATURAL GAS