



September In-Market Campaign Grid

5-Sep-26

ADVERTISING				
Promo Code	Offer Dates	Offer Type	Offer Description	Notes
SAVE100	09/05/26 - 10/04/26	DISCOUNT	\$100 in Bill Credits (\$8.50 for 12 months)	Residential Acquisition
SAVE120	09/05/26 - 10/04/26	DISCOUNT	\$120 in Bill Credits (\$10 for 12 months)	Residential Acquisition
FIXED100	09/05/26 - 10/04/26	DISCOUNT	\$100 in Bill Credits (\$8.50 for 12 months)	Residential Acquisition
GNG100	09/05/26 - 10/04/26	DISCOUNT	\$100 in Bill Credits (\$8.50 for 12 months)	Residential Acquisition
RAF50	09/05/26 - 10/04/26	DISCOUNT	\$50 in Bill Credits (\$10 for 5 months)	Residential Acquisition
GREEN	09/05/26 - 10/04/26	DISCOUNT	\$120 in Bill Credits (\$10 for 12 months)	Residential Acquisition
GSU120	09/05/26 - 10/04/26	DISCOUNT	\$120 in Bill Credits (\$10 for 12 months)	Residential Acquisition
MILITARY	09/05/26 - 10/04/26	DISCOUNT	\$120 in Bill Credits (\$10 for 12 months)	Residential Acquisition
GNGSENIOR	09/05/26 - 10/04/26	DISCOUNT	\$120 in Bill Credits (\$10 for 12 months)	Residential Acquisition
DIGITAL				
ONLINEPICKGNG	09/05/26 - 10/04/26	DISCOUNT	\$25 Bill Credit + Per Therm Discount	Residential Acquisition
CHOOSEGNG	09/05/26 - 10/04/26	DISCOUNT	Per Therm Discount	Residential Acquisition
SAVINGS	09/05/26 - 10/04/26	DISCOUNT	\$120 in Bill Credits (\$10 for 12 months)	Residential Acquisition
GNGHAWKS	09/05/26 - 10/04/26	DISCOUNT	\$120 in Bill Credits (\$10 for 12 months)	Residential Acquisition
LOCAL	09/05/26 - 10/04/26	DISCOUNT	\$120 in Bill Credits (\$10 for 12 months)	Residential Acquisition
GNGFRIEND	09/05/26 - 10/04/26	DISCOUNT	\$120 in Bill Credits (\$10 for 12 months)	Residential Acquisition
DEALS	09/05/26 - 10/04/26	DISCOUNT	\$120 in Bill Credits (\$10 for 12 months)	Residential Acquisition
EASYMOVE	09/05/26 - 10/04/26	DISCOUNT	\$120 in Bill Credits (\$10 for 12 months)	Residential Acquisition
GNGSOCIAL	09/05/26 - 10/04/26	DISCOUNT	\$120 in Bill Credits (\$10 for 12 months)	Residential Acquisition
MOVERS	09/05/26 - 10/04/26	DISCOUNT	\$100 in Bill Credits (\$8.50 for 12 months)	Residential Acquisition
FEATURED	09/05/26 - 10/04/26	DISCOUNT	\$120 in Bill Credits (\$10 for 12 months)	Residential Acquisition
VISA100	09/05/26 - 10/04/26	VISA REWARD CARD	\$100 Visa Reward Card	Residential Acquisition
FREE	09/05/26 - 10/04/26	Connect for FREE	\$75 One-time Connection Fee Credit	Residential Acquisition
ACQUISITION				
Direct Mail				
PICKGNG	09/05/26 - 10/04/26	DISCOUNT	Per Therm Discount	Residential Acquisition
EMAIL				
BACK2GNG	09/05/26 - 10/04/26	DISCOUNT	\$25 Bill Credit + Per Therm Discount	Residential Acquisition
RETENTION				
Direct Mail				
EARLYBIRD26	09/05/26 - 10/04/26	DISCOUNT	\$30 Bill Credit + Per Therm Discount	Residential Retention
MYCHOICE26	On-going	DISCOUNT	\$25 Bill Credit	Residential Retention (Fixed Roll-Offs)
GUARANTEED90	09/15/26 -10/14/26	DISCOUNT	Guaranteed Bill Plan \$90 in Bill Credits (\$30 for 3 months)	Residential Retention (Convert & Extend)
EMAIL				
EBIRD26	09/05/26 - 10/04/26	DISCOUNT	\$30 Bill Credit + Per Therm Discount	Residential Retention
PGB120	09/15/26 -10/14/26	DISCOUNT	\$120 in Bill Credits (\$10.00 for 12 months)	Residential Retention
GBP120	09/15/26 -10/14/26	DISCOUNT	\$120 in Bill Credits (\$10.00 for 12 months)	Residential Retention
UPGRADE90	09/15/26 -10/14/26	DISCOUNT	\$90 in Bill Credits (\$30 for 3 months)	Residential Retention (Convert & Extend)
FIXED26	On-going	DISCOUNT	\$25 Bill Credit	Residential Retention (Fixed Roll-Offs)
ESTAYSEP26	09/05/26 - 10/04/26	DISCOUNT	Fixed Price Plan Per Therm Discount	Residential Retention
SAMEBILL90	09/15/26 -10/14/26	DISCOUNT	\$90 in Bill Credits (\$30 for 3 months)	Residential Retention (Convert & Extend)
FLAT90	09/15/26 -10/14/26	DISCOUNT	\$60 in Bill Credits (\$5 for 12 months) + \$30 Visa Reward Card	Residential Retention Convert (PRP-PGB)
FPRO26	09/05/26 - 10/04/26	FIXED PRICE PLAN	Fixed Price Plan	Residential Retention (Fixed Roll-Offs)
APPRO	09/05/26 - 10/04/26	FIXED PRICE PLAN	Fixed Price Plan	Residential Retention (Fixed Roll-Offs)
FPROPC	09/05/26 - 10/04/26	FIXED PRICE PLAN	Fixed Price Plan	Residential Retention (Fixed Roll-Offs)
FPROGL	09/05/26 - 10/04/26	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	09/05/26 - 10/04/26	TRACKING ONLY	TRACKING ONLY	Residential Retention
INSIDE SALES				
			(\$0.02 cents for 12 months) +	
APARTMENT SPECIAL	01/01/26 - 12/31/26	DISCOUNT	\$25 Bill Credit	Multifamily Acquisition
			(\$0.20 cents for 12 months) +	
GAA LOYALTY	01/01/26 - 12/31/26	DISCOUNT	\$25 Visa Reward Card	Residential Acquisition
			\$100 in Bill Credits (\$8.50 for 12 months)	
RIGHTNOW	01/01/26 - 12/31/26	DISCOUNT		Residential Acquisition
PARTNER OFFERS				
			\$100 Kroger Gift Card +	
KROGER100	01/01/26 - 12/31/26	DISCOUNT	Perm Therm Discount	Residential Acquisition
			\$100 Kroger Gift Card +	
KROGERGNG	01/01/26 - 12/31/26	DISCOUNT	Perm Therm Discount	Residential Retention
			\$50 Visa Reward Card +	
AAA	01/01/26 - 12/31/26	DISCOUNT	Perm Therm Discount	Residential Acquisition
			(\$0.15 for 12 months) Per Therm Discount	
AAAGNG	01/01/26 - 12/31/26	DISCOUNT		Residential Retention
			\$100 in Bill Credits (\$8.50 for 12 months)	
MISBO	01/01/26 - 12/31/26	DISCOUNT		Residential Acquisition
BUILDERS PROGRAM				
			Per Therm Discount	
BUILD AW	01/01/26 - 12/31/26	DISCOUNT		Residential Acquisition
			Per Therm Discount	
CLAYTON	01/01/26 - 12/31/26	DISCOUNT		Residential Acquisition
			Per Therm Discount	
BUILD JWC	01/01/26 - 12/31/26	DISCOUNT		Residential Acquisition
			Per Therm Discount	
BUILD RYAN	01/01/26 - 12/31/26	DISCOUNT		Residential Acquisition
			Per Therm Discount	
BUILD PMCO	01/01/26 - 12/31/26	DISCOUNT		Residential Acquisition
			Per Therm Discount	
PREFERRED_BUILDER	01/01/26 - 12/31/26	DISCOUNT		Residential Acquisition
			Per Therm Discount	
GNGBUILDER	01/01/26 - 12/31/26	TRACKING ONLY	TRACKING ONLY	Residential Acquisition
REALTOR PROGRAM - gngHUB				
			A Per Therm Discount OR \$120 in Bill Credits (\$10 for 12 months))	
HOUSEWARMING	01/01/26 - 12/31/26	DISCOUNT		Residential Acquisition
				Residential Acquisition
HARRYNORMAN	01/01/26 - 12/31/26	DISCOUNT		Residential Acquisition
				Residential Acquisition
METROBROKERS	01/01/26 - 12/31/26	DISCOUNT		Residential Acquisition
				Residential Acquisition
BERKSHIREHATHAWAY	01/01/26 - 12/31/26	DISCOUNT		Residential Acquisition
				Residential Acquisition
ATLCOMMUNITIES	01/01/26 - 12/31/26	DISCOUNT		Residential Acquisition
				Residential Acquisition
ERA	01/01/26 - 12/31/26	DISCOUNT		Residential Acquisition
				Residential Acquisition
KELLERWILLIAMS	01/01/26 - 12/31/26	DISCOUNT		Residential Acquisition
				Residential Acquisition
COLDWELLBANKER	01/01/26 - 12/31/26	DISCOUNT		Residential Acquisition
				Residential Acquisition
REMAX	01/01/26 - 12/31/26	DISCOUNT		Residential Acquisition
				Residential Acquisition
CHAFIN	01/01/26 - 12/31/26	DISCOUNT		Residential Acquisition
				Residential Acquisition
AVALON	01/01/26 - 12/31/26	DISCOUNT		Residential Acquisition
				Residential Acquisition
REALTOR	01/01/26 - 12/31/26	DISCOUNT		Residential Acquisition
				Residential Acquisition
KWCHATTNORTH	01/01/26 - 12/31/26	DISCOUNT		Residential Acquisition
				Residential Acquisition
KWROSWELL	01/01/26 - 12/31/26	DISCOUNT	Residential Acquisition	
			Residential Acquisition	
KWNORTHATL	01/01/26 - 12/31/26	DISCOUNT	Residential Acquisition	
			Residential Acquisition	
OPENDOOR	01/01/26 - 12/31/26	DISCOUNT	Residential Acquisition	
			Residential Acquisition	
PETERSENPARTNERS	01/01/26 - 12/31/26	DISCOUNT	Residential Acquisition	
			Residential Acquisition	
BETTERHOMES	01/01/26 - 12/31/26	DISCOUNT	Residential Acquisition	
			Residential Acquisition	
RYANHOMES	01/01/26 - 12/31/26	DISCOUNT	Residential Acquisition	
			Residential Acquisition	
ASHTONWOODS	01/01/26 - 12/31/26	DISCOUNT	Residential Acquisition	
			Residential Acquisition	
BOLST	01/01/26 - 12/31/26	DISCOUNT	Residential Acquisition	
			Residential Acquisition	
NEWHOME	01/01/26 - 12/31/26	DISCOUNT	Residential Acquisition	
			Residential Acquisition	
PMCOMMUNITIES	01/01/26 - 12/31/26	DISCOUNT	Residential Acquisition	
			Residential Acquisition	
DAVIDSON HOMES	01/01/26 - 12/31/26	DISCOUNT	Residential Acquisition	
3rd PARTY				
ENERGYSHOP				
			Per Therm Discount	
ENERGYSHOP	09/05/26 - 10/04/26	DISCOUNT		Residential Acquisition
GEORGIA GAS SAVINGS				
			Per Therm Discount	
GAGAS	09/05/26 - 10/04/26	DISCOUNT		Residential Acquisition
			Per Therm Discount	
GASAVES	09/05/26 - 10/04/26	DISCOUNT		Residential Acquisition



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 BillSM 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 flat bill. Every single month.
It's that simple.



*****SAMPLE

Name
Seed
Address
Alt Address
City, ST 00000-1234

Your discounted
Guaranteed BillSM
amount is only:

\$XX
PER MONTH*†

Your GNG Account Number:
XXXXXXXXXX-XX12345

Hi Firstname,

We love to keep things simple. So,
let's take the guesswork out of your
gas bill with the Guaranteed Bill plan
from Georgia Natural Gas[®] (GNG).

Sign up by October 14, 2026,
and we'll cut your Guaranteed Bill
plan cost by \$60 and give you a
digital \$30 Visa[®] Reward Card.†

\$90 IN TOTAL
VALUE†

VISIT

gng.com/GUARANTEED90

CALL

888.854.8354

USE PROMO CODE

GUARANTEED90

OFFER ENDS

October 14, 2026

HERE'S HOW IT WORKS:

We've calculated your Guaranteed Bill amount based on a number of factors, including prior gas usage at your current location. Your monthly Guaranteed Bill amount would be \$YY,* but we are also offering you a \$5 discount per month† that would get you to the advertised discounted monthly total of \$XX.* Your Guaranteed Bill amount excludes sales tax and any one-time charges such as late payment fees. We'll also waive the early termination charge from your current fixed plan so you can make the switch now.



Service. Savings. Sustainability. That's GNG.

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. See guaranteedbill.com for additional information. Guaranteed Bill plan includes an Atlanta Gas Light Company base charge and a customer service charge. Guaranteed Bill amount does not include prorated service periods, taxes or one-time charges, which October 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 10/14/2026, 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 existing residential customers who enroll in the Guaranteed Bill plan by 10/14/2026, using applicable promotion code. \$5/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. The digital \$30 Visa Reward Card (defined below) offer available only for named addressee on this mailer as account holder enrolling in GNG's Guaranteed Bill plan by 10/14/2026, using applicable promotion code. The digital Visa Reward Card 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 credits 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.

Renew now and get rewarded.
It's that simple.



*****SAMPLE

Name
Seed
Address
Alt Address
City, ST 00000-1234

Your GNG Account Number:
XXXXXXXXXX-XX12345

Hi Firstname,

We know life is busy, so we'll keep this short.
Your Georgia Natural Gas® (GNG) plan expires
MonthMonth DD, 2026, so it's time to renew.

To say thanks for your loyalty, you can choose
between a \$25 bill credit* or a digital \$25 Visa®
Reward Card* when you enroll in a 6, 12, 18,
or 24-Month Fixed plan by October 4, 2026.

\$25

BILL CREDIT*

or

\$25

VISA®
REWARD CARD*

GO GREENER, SPEND LESS

With GNG, you can save an **additional 5¢ per therm** while helping the planet.[†] Simply add Greener Life® when you renew. You'll make your natural gas usage carbon neutral and your gas bill lower.[†] We'll even give you the first year of Greener Life for free.[†]



SCAN THE QR CODE

VISIT **gng.com/MYCHOICE26**

CALL **888.257.5633**

USE PROMO CODE

MYCHOICE26

OFFER ENDS

October 4, 2026



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†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. Twelve months of free Greener Life and line-item reward available only to qualified customers who enroll in Greener Life between 09/05/2026 and 10/04/2026. \$.05/therm line-item reward for fixed price plans available for a total of 12 consecutive months, provided the customer remains enrolled in the Greener Life program. 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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Alt Address
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Your GNG Account Number:
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Name

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Alt Address

City, ST 00000-1234

Your GNG Account Number:
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Address
Alt Address
City, ST 00000-1234

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USE PROMO CODE

MYCHOICE26

OFFER ENDS

October 4, 2026



Service. Savings. Sustainability. That's GNG.

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 will include an Atlanta Gas Light Company base charge, a 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 10/04/2026, 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.

Renew now and get rewarded.
It's that simple.



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

Your GNG Account Number:
XXXXXXXXXX-XX12345

Hi Firstname,

We know life is busy, so we'll keep this short.
Your Georgia Natural Gas® (GNG) plan expires
MonthMonth DD, 2026, so it's time to renew.

To say thanks for your loyalty, you can choose
between a \$25 bill credit* or a digital \$25 Visa®
Reward Card* when you enroll in a 6, 12, 18,
or 24-Month Fixed plan by October 4, 2026.

\$25

BILL CREDIT*

or

\$25

VISA®
REWARD CARD*



SCAN THE QR CODE

VISIT **gng.com/MYCHOICE26**

CALL **888.257.5633**

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October 14, 2026



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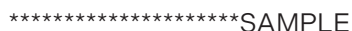
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gng.com/green



*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 113,518,030 therms of natural gas in the aggregate during the period from 9/29/2019 until 9/1/2026. GNG retired an equal amount of carbon equivalent (CO₂e) offsets. See gng.com/green for more details.

Don't let this rare
offer fly away.



1*1*****SNGLP/1/PO
John Q. Doe
123 Anywhere St.
Anytown, US 12345

Your GNG Account Number:
XXXXXXXXXX-XX12345

Dear Firstname,

It's hard to keep control of your budget these days. You can't predict prices at the gas pump or the grocery aisle. And the National Weather Service says there is a 90% chance of extreme weather patterns continuing through the winter,[†] so your energy costs could be all over the place too.

When everyday costs are unpredictable, a little stability goes a long way. That's why GNG is helping you lock in protection for the next two winters with this discounted rate of 59.9¢ per therm on our 18-Month Fixed plan.* If your current plan has an early termination charge, we'll waive it so you can take advantage of this offer. Plus, we'll give you a **\$30 bill credit for some immediate relief.***

Early Bird Offer

59^{9/10}¢
PER THERM*

+

\$30
BILL CREDIT*

Renew early and save.

PROMO CODE
EARLYBIRD26

OFFER EXPIRES
October 4, 2026



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†Visit www.cpc.ncep.noaa.gov/products/CDB/Forecast for more information.

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Lock in early. Save a lot longer.

Open now for your exclusive savings.

\$30

GET A \$30
BILL CREDIT WHEN
YOU ACT NOW.*

*See inside for details.



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FIRST CLASS
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NATURAL GAS



Name
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Address
Alt Address
City, ST 00000-1234

A rare rate has landed!

Lock in your Early Bird
offer before it flies away.





One exclusive offer. Two winters of savings.

Your GNG Account Number:
XXXXXXXXXX-XX12345

Your Early Bird Rate

59^{9/10}¢
PER THERM*

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