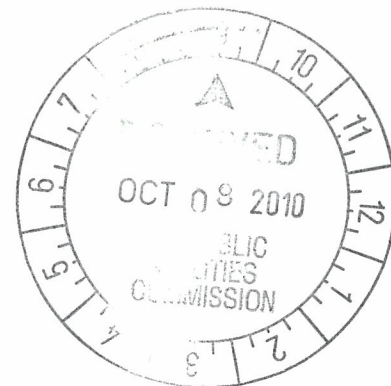




October 7, 2010

BY OVERNIGHT MAIL and E-MAIL

Debra A. Howland, Executive Director and Secretary
New Hampshire Public Utilities Commission
21 S. Fruit Street, Suite 10
Concord, NH 03301-2429



RE: Docket No. DE 09-224

Dear Director Howland:

Enclosed on behalf of Unitil Energy Systems, Inc. ("Unitil" or "the Company") are the marketing materials associated with the Company's renewable energy source option, entitled "Green Neighbor," approved by the New Hampshire Public Utilities Commission ("Commission") in Order No. 25,102.

Unitil launched its Green Neighbor marketing efforts on September 3, 2010 with: a new web page and Facebook page describing the program on the Company's web site; a message on the Company's Interactive Voice Response ("IVR") program (which will run through December, at which time it will be re-evaluated); a Customer Service script describing Green Neighbor; a bill insert, which was mailed to 65,000 customers; and a press release which was issued on September 7, 2010. A paper welcome kit is sent to all who sign up for the program, which consists of a welcome letter, brochure, Green Neighbor decal and post cards to send to encourage friend participation. Lastly, a magnetic sign advertising the program has been affixed to many of Unitil's service vehicles. Copies of all of these materials are enclosed.

Attachment 1: screen shots of web and Facebook pages (on disk)

Attachment 2: IVR script

Attachment 3: Customer Service script

Attachment 4: bill insert

Attachment 5: Press Release and list of media

Attachment 6: Welcome Kit

Attachment 7: Vehicle Magnet (original filing only)

Gary Epler
Chief Regulatory Counsel

6 Liberty Lane West
Hampton, NH 03842-1720

Phone: 603-773-6440
Fax: 603-773-6640
Email: epler@unitil.com

Debra A. Howland, Executive Director and Secretary
DE 09-224 Marketing Materials
October 7, 2010
Page 2 of 2

Please do not hesitate to contact me if you have any questions concerning this filing. Thank you for your attention to this matter.

Sincerely,

/s/ Gary Epler

Gary Epler
Attorney for Unitil Energy Systems, Inc.

Enclosure

cc: Suzanne Amidon, Staff Counsel
Meredith Hatfield, Consumer Advocate