



COMMUNICATIONS POLICY FOR USE OF AMEREN'S NAME BY SUPPLIERS

PURPOSE

A supplier may request to use Ameren's name (or subsidiary name) in association with its own name to advertise an alliance, collaboration, sale or success. The use of Ameren's name, logo and any information regarding the company must be accurate and used appropriately so that the information does not diminish Ameren's brand image or pose any sort of security or trade risk to Ameren (in Ameren's sole determination).

Permission to use the Ameren name will only be provided in accordance with this policy statement and procedure.

POLICY

The use of Ameren's name by a supplier will only be allowed in accordance with the procedures set forth below and are strictly subject to express written consent of Ameren Corporation.

PROCEDURE

1. Before requesting the use of Ameren's name by a supplier, Ameren's Supply Services Department must be made aware of the request. Supply Services will verify that the supplier is an approved vendor and ensure that commercial and confidential details will not be disclosed.
2. Suppliers requesting the use of Ameren's name and information about the company for the reasons below will be asked to provide full and accurate details, including an accurate draft of any written article, advertisement, display or other communication to Ameren's Corporate Communications & Brand Management department:
 - Naming Ameren as a customer
 - Naming Ameren as part of a consortium or an alliance
 - Naming Ameren as a sponsor
 - Announcing a contract or agreement with Ameren
 - Promoting a purchase or acquisition from Ameren
3. The appropriate Ameren employee in relationship to the supplier will initially contact Corporate Communications & Brand Management and will be included in the approval process.
4. If information is needed for an article or other communication, Ameren's Corporate Communications & Brand Management department will provide and/or review all details about the company to verify accuracy.
5. Corporate Communications & Brand Management will consult with other internal departments as needed to determine that the statements made about Ameren are not false or misleading and are in line with company brand, promise, values and strategy and that linking to the supplier does not in any way harm the reputation or security of the company or affiliated subsidiaries.

6. To preserve Ameren's name and image and to ensure that the communication is of benefit, Corporate Communications will carefully consider each request on a case-by-case basis and agree whether the communication should or should not be approved in Ameren's sole discretion.
7. Corporate Communications will contact the supplier once an outcome of the request is determined.
8. Copy of final draft of any materials must be provided to Ameren prior to publication.

This Policy may be amended or withdrawn by Ameren at any time with or without prior notice.