**Section 550.30 Marketing and Advertising**

a) A gas utility shall neither jointly advertise nor jointly market its services or products with those of an affiliated interest in competition with ARGS.

b) Nothing in subsection (a) shall be construed as prohibiting an affiliated interest in competition with ARGS from using the corporate name or logo of a gas utility or gas utility holding company.

c) When an affiliated interest in competition with ARGS markets or advertises to the public using the natural gas utility's name or logo, it shall include a legible disclaimer that states:

1) that the affiliated interest in competition with ARGS is not the same company as the gas utility;

2) that the prices of the affiliated natural gas supplier in competition with ARGS are not regulated by the Illinois Commerce Commission;

3) that a customer does not have to buy products or services from the affiliated interest in competition with ARGS in order to receive the same quality service from the gas utility.

 When an affiliated interest in competition with ARGS advertises or communicates verbally through the radio or television to the public using the gas utility's company name or logo, the affiliated interest in competition with ARGS shall include at the conclusion of any such communication a legible disclaimer that includes all the disclaimers listed in subsections (c)(1), (2) and (3).