

Duke Energy Customer — You Can Be An Owner Too!

- Purchase stock directly without brokerage fees or service charges
- Optional investments accepted for as little as \$50, once account is opened
- Monitor and manage your share accounts online, 24 hours a day, via DUK-Online
- Earn quarterly dividends*

Unlike many dividend reinvestment plans (DRIPs), Duke Energy's InvestorDirect Choice Plan does not require present stock ownership.

The issuer has filed a registration statement (including a prospectus) with the SEC for the offering to which this communication relates. Before you invest, you should read the prospectus in that registration statement and other documents the issuer has filed with the SEC for more complete information about the issuer and this offering. You may get these documents for free by visiting EDGAR on the SEC Web site at www.sec.gov. Alternatively, the issuer, any underwriter or any dealer participating in the offering will arrange to send you the prospectus if you request it by calling toll-free 1-800-488-3853.

*All dividends are subject to Board of Directors discretion and approval. We recently announced an increase in our annual dividend to 98 cents effective September 16, 2010.



Duke Energy has paid a quarterly dividend for 84 consecutive years!

The current dividend yield is approximately 5.6%*

www.duke-energy.com/investors

Three ways to become a shareholder:

- *Enroll online at www.duke-energy.com/investors*
- *Download, print and return completed enrollment form by mail*
- *Contact our office to receive a package by mail*

Mail:

Duke Energy
Investor Relations Department
PO Box 1005
Charlotte, NC 28201-1005

Phone:

1-800-488-3853
Monday – Friday
8:00 a.m. – 5:00 p.m. (ET)
Fax: (704) 382-3814

E-mail:

www.duke-energy.com/investors/contact.asp



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