

Duke Energy CORP  
Form FWP  
July 27, 2007

**Filed Pursuant to Rule 433  
Registration No. 333-132992**

**Duke Energy Customer You Can Be An Owner Too!**

- Purchase stock directly without brokerage fees or service charges.
- Invest as little as \$50 or as much as \$100,000 per month.
- 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) (registration number 333-132992) 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](http://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.

Duke Energy has paid a quarterly dividend for 81 consecutive years!

The current dividend yield is approximately 4.4%.

**Three ways to become a shareholder:**

- *enroll online at [www.duke-energy.com/investors](http://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 Corporation  
Investor Relations Department  
PO Box 1005  
Charlotte, NC 28201-1005

**Phone:**

1-800-488-3853

Monday - Friday

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8:00 a.m. 5:00 p.m. (ET)

Fax: (704) 382-3814

**E-mail:**

[www.duke-energy.com/investors/contact.asp](http://www.duke-energy.com/investors/contact.asp)

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