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A Message from Jeanne M. Fox, President of the New Jersey Board of Public Utilities

I want to inform you about a **risk-free** energy program that can reduce your company's operational costs, while improving the reliability of our electricity transmission system. Not only can you lower your energy costs, but your company will be paid for reducing consumption or shifting energy demand, when either the wholesale energy prices are high, or the reliability of the transmission system is in jeopardy. PJM Interconnection, the operator of the region's electricity grid and the facilitator of our wholesale energy markets, has Emergency and Real Time Economic Demand Response Programs that provide these benefits and more.

Your participation in PJM's demand response programs can benefit your company in a number of ways. In addition to lowering costs by reducing your company's energy use during peak times when electricity prices are high and providing a revenue stream for participation in each event, your company might be able to negotiate more attractive retail electricity contracts with your energy supplier, if you show that you are able to reduce consumption when electricity prices are very costly. **You do not need to stop or curtail your business processes.** Your company can rely on **various strategies** for reducing load, from relying upon on-site renewable energy generation (check the BPU's grants and incentive programs at www.njcleanenergy.com); to using energy efficiency strategies; relying on efficient back-up generators, lowering consumption, or shifting high energy use to off-peak times.

You do not need to become a PJM member and there is **no cost** to enroll your company in PJM's demand response programs. The programs are **100% voluntary**, and **you choose when to participate** in emergency and economic events. There is **no penalty** if you decide not to reduce load. To participate in an event, you simply notify your curtailment service provider (CSP) or PJM one hour prior to reducing load. Enclosed is a list of CSPs, who actively enroll energy users in New Jersey for PJM demand response programs.

Please take a few minutes to read the enclosed overview of the PJM Real Time Economic Demand Response Program. Over 6,000 large commercial and industrial customers and 45,000 small commercial and residential customers in the region have already enrolled. Their efforts have already helped to stabilize electricity prices by collectively lowering demand when electricity supplies are in short supply and very costly; support the reliability of the transmission grid by reducing congestion; and provide societal and environmental benefits by reducing consumption of scarce resources and decreasing air emissions.

Your company has **much to gain and nothing to lose** by enrolling in a demand response program. Please review the enclosed material and make a phone call to explore a great money saving opportunity. By enrolling in a PJM demand response program, your company will become part of the solution to high electricity costs, air pollution, and a stressed transmission grid. The sooner you act, the greater the benefits, because May through September are the months of highest electricity demand and the times of greatest congestion on the PJM transmission system in New Jersey. Please make a call to a CSP on the enclosed list, or download the entire CSP list at: www.pjm.com > Services > Demand Response Program > Curtailment Service Providers, or e-mail inquiries to LoadResponse@pjm.com, or call PJM customer service at 866-400-8980. It could be the most important business action that you take today!

Jeanne M. Fox
President

**PJM Demand Response Program
Curtailement Service Provider List (CSP)**

Company	Contact
American PowerNet	Scott Helm Phone: 610-372-8500
Baltimore Gas & Electric	Gregory M. Urbin Phone: 410-265-4221
EnergyConnect Inc	Liz Kimmel Phone: 610-389-3072
Enerwise Global Technologies	Lisa Samulewicz Phone: 610-444-1100 ext. 206
Galt Power	Rahul Walawalkar 267-238-1740
MWN Energy Group	Rick Gilkey Phone: 484-840-1412
PECO Energy	Gene Flanagan Phone: 215-841-5363
PEPCO Energy Services	Mark Koppelman Phone: 302-369-9306
Public Energy Solutions	Keith S. Hartman Phone: 201-576-0866 x106
Utility Advantage, LLC	Laurie Wiegand Phone: 856-802-1122
The Legacy Energy Group	Delbert Roberts Phone: 540-351-0981
FirstEnergy	Bruce Rimmel Phone: 610-921-6839
A&C Management Group LLC	Alan Sawyer Phone: 973-632-9803
Amerada Hess Corporation	Blas Hernandez Phone: 732-750-6148
South Jersey Energy Co.	Lou Decicco Phone: 609-561-9010



PJM Real Time Economic Demand Response Program

Why is demand response important?

- PJM's demand response program enables end users to receive a revenue stream for reducing electricity consumption when either wholesale prices are high or the reliability of the electric grid is in jeopardy.

Who participates in the PJM demand response program?

- More than 6,000 commercial and industrial facilities (demand greater than 100 kW) and more than 45,000 small commercial and residential sites.

Why should I care?

- Commercial and industrial facilities reduce their electricity consumption in response to either price or system reliability events.
- Commercial and industrial facilities are paid for performance based on wholesale market prices.
- Participating in demand response can empower people to negotiate more attractive retail prices with competitive electricity suppliers.
- Participation helps an end user to control peak demand for electricity.

How do I enroll?

- Commercial and industrial facilities can enroll with an entity other than their electric supplier.

What is the cost to join?

- There is no cost to enroll in the PJM demand response program through a Curtailment Service Provider (also known as a Demand Response Provider). See the attached list.

What are the risks?

- The Real Time Economic Program is 100 per cent voluntary with no risks or penalties for non-performance.

Who decides when to curtail?

- The commercial or industrial facility decides.

What are the steps involved?

- An end user simply notifies its Curtailment Service Provider or PJM one hour prior to reducing load. Detailed information about PJM's demand-response program is available at PJM's Web site, www.pjm.com > **Services** > **Demand Response Program**.

PJM at a Glance:

PJM Interconnection:

- ensures the reliability of North America's largest centrally dispatched control area by managing the movement of electricity;
- serves all or parts of Delaware, Indiana, Illinois, Kentucky, Maryland, Michigan, New Jersey, North Carolina, Ohio, Pennsylvania, Tennessee, Virginia, West Virginia and the District of Columbia;
- operates the largest competitive wholesale electricity market in the world;
- plans generation and transmission expansion to ensure reliability; and
- provides real-time information to its members and customers to support their decision-making.

Next Training Sessions: