



Marketing Demand Response In Mass Markets

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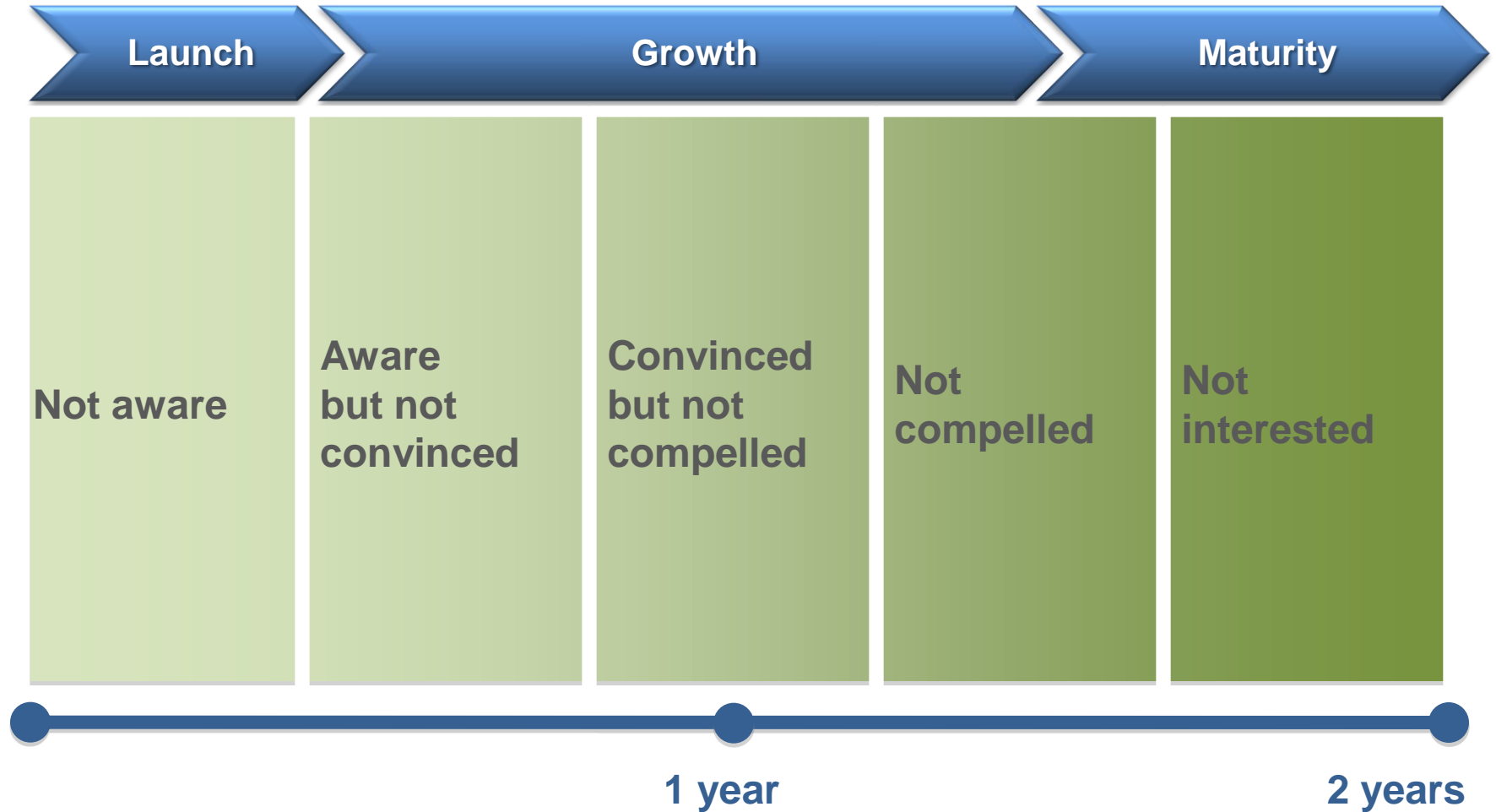
October 21, 2009

Program Design Considerations

- Market Penetration Goals
- Technology Choice
- Offer Design and Offer Choice
- Offer Positioning, Messaging & Channel Strategy
- Future Goals - Integration with AMI EE & Offer Portfolio



Prospect Mindset



How It Works – DCU's



- Will help to visually show HOW the program works

- Cleaner as there is less text or FAQs (they would reside on website)

- Illustration repurposed for the website

1. Sign Up



It's easy to sign up for Cool Keeper. Simply return the postage-paid reply card, visit our website, or call us to speak to a Cool Keeper customer service representative today.

2. Cool Keeper Device Installed



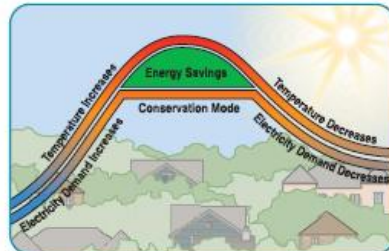
After you enroll, we will install a Cool Keeper device near your outdoor central air conditioning unit. Installation generally takes half an hour, and you do not have to be home for it.

3. Wireless Signal Sent



On days when demand for electricity peaks, we will send a wireless signal that places your central air conditioning unit's compressor into a conservation mode.

4. Balance Electricity Demand



With all participating central air conditioning units in a conservation mode, the demand for energy lessens. As a result, you help balance demand for electricity along the Wasatch Front.

5. You Stay Comfortable



The air conditioning unit's fan continues to circulate the cool air in your home. The temperature of your home may rise slightly, but most customers say they do not notice this.

6. Conservation Mode Ends



Once the Cool Keeper conservation period has ended, and the demand for electricity has lessened, your central air conditioning unit's compressor returns to standard operation.

For more information or to enroll, please visit www.rockymtnpower.net/coolkeeper or call 1-800-357-9214





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HOME | FAQs | REAL-TIME SAVINGS | EXPRESS ENROLLMENT | PRESS ROOM | ENERGY TIPS

PARTICIPANT LOGIN [SIGN IN](#)
[Check enrollment status](#)
Not a participant? [Click here](#)

ComEd RRTP price for Oct 21, 2009 Hour Ending 9:00 AM CT **041** ¢ per kWh Current Price @ 9:40 AM CT **039** ¢ per kWh [Today](#) [Predicted Price](#)

Learn about Real-Time Pricing with ComEd RRTP
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Or download the ComEd RRTP Real-Time Pricing Guide
[CLICK HERE](#)

It's time to get real with ComEd Residential Real-Time Pricing

Get more control over your monthly electricity bills, and help the environment, with the ComEd Residential Real-Time Pricing program.

[Learn more](#)

[Enroll now](#)

The results are in...  See the highlights of the 2009 ComEd Residential Real-Time Pricing Program
Summer Readiness Workshops

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Real Time Pricing – Innovative Solutions

theWattSpot.com

REAL-TIME SAVINGS IS THIS RIGHT FOR YOU? ENERGY TIPS

PARTICIPANT LOGIN [SIGN IN](#)

Check enrollment status

Current ComEd Residential Real-Time Price for June 4, 2007 @ 3:25 PM: **9.4** ¢ per kWh [Hourly Electricity Prices](#)

Not a participant? [Click here](#)

Real-Time Pricing
with ComEd RRTP
[LEARN MORE](#)

Lock-in your savings with **Load Guard™**
[LEARN MORE](#)

The place to learn how to save energy for your home and the planet.

ComEd customers can take control of their electric bill – hour by hour – with the nation's first residential real time pricing program.

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The screenshot shows a website interface for 'theWattSpot.com'. At the top, there are navigation tabs for 'REAL-TIME SAVINGS', 'IS THIS RIGHT FOR YOU?', and 'ENERGY TIPS'. Below these, a status bar displays 'Current ComEd Residential Real-Time Price for June 4, 2007 @ 3:25 PM: 9.4 ¢ per kWh' and a link for 'Hourly Electricity Prices'. On the left, there are links for 'PARTICIPANT LOGIN' with a 'SIGN IN' button and 'Check enrollment status'. Below that, a link says 'Not a participant? Click here'. Two promotional banners are visible: one for 'Real-Time Pricing with ComEd RRTP' and another for 'Load Guard™' which is circled in red. The main content area features a large image of a woman smiling while holding a globe, with a house in the background. Text on the page reads: 'The place to learn how to save energy for your home and the planet.' and 'ComEd customers can take control of their electric bill – hour by hour – with the nation's first residential real time pricing program.' At the bottom, there is a copyright notice 'Copyright © 2007 Comverge Inc.' and a navigation bar with 'Home | Contact Us | Site Map'.

