

Direct Energy Business Partnership for Ontario Power Authority's Demand Response (DR3) Program

A Powerful Solution for

- Earning Revenue by Reducing Your Electricity Demand
- Improving Your Operational Efficiency
- Supporting Ontario's Need for Electric Grid Reliability

Demand Response: Rewards for Ontario's Businesses

Ontario's economic competitiveness requires a reliable energy infrastructure. Ontario's present power demands are straining the capacity of our electricity grid. Without changes now, Ontario businesses could be faced with electricity reliability challenges.

Your business can earn revenue by joining the Ontario Power Authority (OPA) in its goals to relieve strain on the electricity grid. The OPA's Demand Response 3 (DR3) program rewards commercial and industrial businesses for commitments to voluntarily reduce electricity consumption during periods of peak demand on the grid. With DR3, you can offset your typical operational costs today while supporting Ontario's future.

The OPA has authorized Direct Energy Business to provide contracted aggregation services that help the OPA achieve its program participation goals. There is no out-of-pocket expense to participate. By working together, Direct Energy Business can help your business maximize the financial benefits of DR3 participation.



The program is being brought to consumers by the Ontario Power Authority in cooperation with Direct Energy Business.



- Demand Response (DR) is a method of exercising greater control over Ontario's electrical grid system by using individual facilities' ability to reduce usage when the grid is overly stressed and facing failure.
- The OPA DR3 program provides Availability payments to businesses that agree to be available for voluntarily reductions of their consumption during pre-scheduled curtailment events. You'll receive Availability payments for being on stand-by, Utilization payments for successfully executed curtailment activities if and when they may occur, as well as premiums for voluntarily exceeding your curtailment commitment.



Benefits of the Direct Energy Business Partnership

There's no cost to enroll or participate in DR3, and our DR3 partnership is designed to help your business optimize your participation benefits.

- **Eliminating Participation Risks.** As your aggregator, we absorb the OPA's financial penalties associated with any shortfalls to your curtailment commitment. Once engaged, we'll provide a no-cost analysis of your facility and energy demands and help you choose a curtailment plan that allows you to earn maximum revenue from curtailment without negatively affecting your operations, productivity or core business.
- **Managing Program Activities.** Working with CPower (CPLN), our measurement and verification partner, Direct Energy Business facilitates curtailment planning, program enrollment, curtailment notification, event oversight, settlement and payment distribution.
- **Streamlining Curtailment Notification.** Through their 24/7/365 Remote Operating Center, CPower will notify your designated personnel of pending curtailment events, with choices for automatic notification by e-mail, direct telephone, or fax.

Let's Get Connected:

Contact us to learn more about how Direct Energy Business can help your business gain from the OPA's DR3 program. Call us today, or read more details at www.directenergybusiness.com/demandresponse/opa

John Lambert

Senior Business Development Manager

Tel: 416-780-2669

Email: john.lambert@directenergy.com

Nathalie McLaughlin

Manager, Demand Response

Tel: 416-780-2901

Email: nathalie.mclaughlin@directenergy.com

About CP Power

Direct Energy Business has selected CPower to serve as its demand response services partner.



CPower delivers targeted energy management services and solutions that enable companies to optimize their facilities and operations through strategic energy reduction initiatives,

and earn market payments for those reductions.

About Direct Energy Business

Transparent pricing, experienced guidance, and unequalled service. Direct Energy Business is dedicated to serving our customers with innovative energy management solutions. As your partner, we can help you gain greater control of your energy costs and streamline your procurement process. For more than 20 years, we have helped companies make cost-effective choices for their electricity and natural gas requirements. Contact us to talk about your energy demands, and we'll help you navigate the procurement options available in your service area. To learn more about our company and other energy strategies for commercial and industrial enterprises, visit www.directenergybusiness.com or call 800.830.5923.



30 High Meadow Place
Toronto, Ontario
M9L 2Z5

800.830.5923
BusinessInfo@directenergy.com

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DEB 00257 (08)

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Contact us at 800.830.5923