

CPower

SYNCHRONIZED RESERVE

A PJM ANCILLARY SERVICE DEMAND RESPONSE PROGRAM

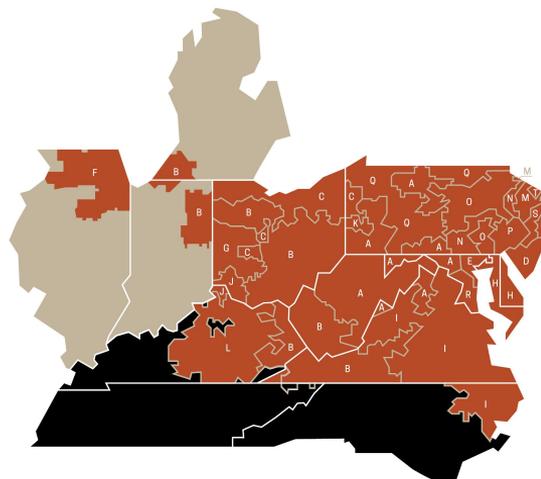


PJM's ancillary services help balance the grid's transmission system as electricity moves from generation to consumption.

Unlike capacity programs, whose participants are called on to curtail by PJM when grid stress is foreseeable, the Synchronized Reserve program is an ancillary service demand response program that supplies electricity if the grid has an unexpected need for more power on short notice, such as unplanned generator outages or unexpected spikes in energy demand.

Organizations that participate in the Synchronized Reserve Program can earn money for being available to use less energy on short notice when the grid is stressed.

Participants can also help preserve the environment and keep energy prices stable for ratepayers in the PJM region.



Resources obtained via the Synchronized Reserve program are often called Spinning Reserves, since they are idling on the sidelines and ready to be dispatched on short notice when the grid is stressed.

CPOWER CAN HELP YOU MAKE IT HAPPEN.

WHAT IS DEMAND RESPONSE?

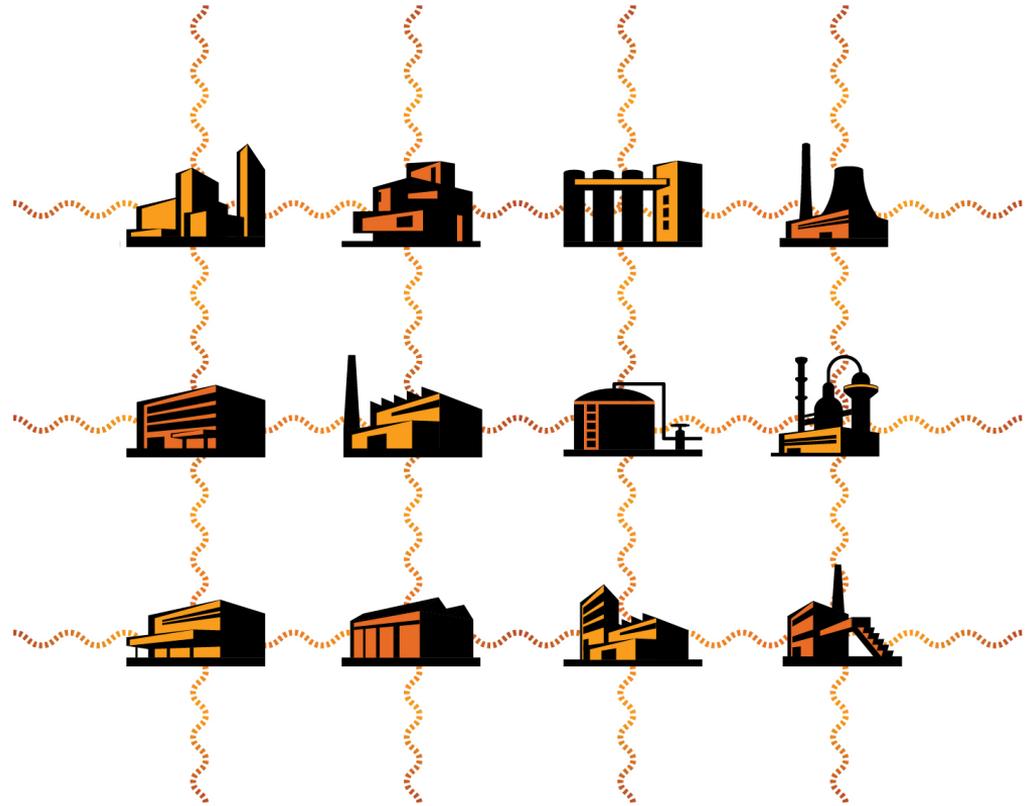
There are 8760 hours in a typical non-leap year.

Demand for electricity in the PJM region is at its peak for about 40 of those hours. For most of those 40 peak hours, PJM is able to keep the grid in balance, avoiding brownouts or even blackouts as a result of the demand for electricity exceeding its supply.

Sometimes, however, the demand for electricity outpaces the grid's ability to supply it.

Instead of producing more electricity at great expense to consumers and the environment, PJM can offset the imbalance by reducing the amount of electricity being consumed during times when demand exceeds supply.

That's demand response, and it can be very financially rewarding to organizations like yours.



WATCH THE VIDEO
LEARN ABOUT DEMAND RESPONSE FROM CPower EXPERT



WHO IS CPOWER?

CPOWER IS AN ENERGY MANAGEMENT COMPANY.

We specialize in commercial and industrial demand response.

We create optimized energy management strategies that help businesses streamline their energy usage, offset costs, and reach their sustainability goals.

We're passionate about helping businesses reach their energy management goals and know there is no stronger resource to achieve those goals than the collaborative relationship we share with our customers.

Get to know us at the videos below.



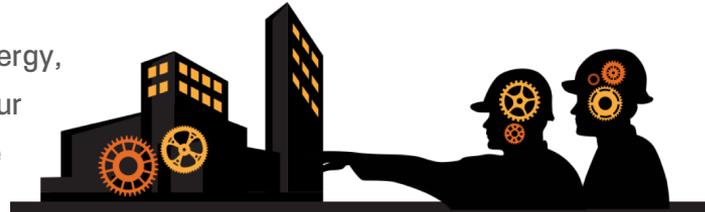
THE CPOWER WAY

AT CPOWER, WE TAILOR EACH DEMAND RESPONSE CURTAILMENT STRATEGY TO SUIT THE UNIQUE AND COMPLEX NEEDS OF INDIVIDUAL ORGANIZATIONS.

We only do commercial and industrial demand response. Our mission is to help businesses streamline how they use power and see that they get paid well for doing it.

By working closely with your organization on a continual basis, we're able to fine tune your demand response participation over time, which will maximize your energy savings and ensure you receive the money you deserve for your curtailment efforts.

When it comes to improving how your company uses energy, CPower delivers the kind of demand side results that our competitors who focus on both demand and supply side energy management simply can't match.

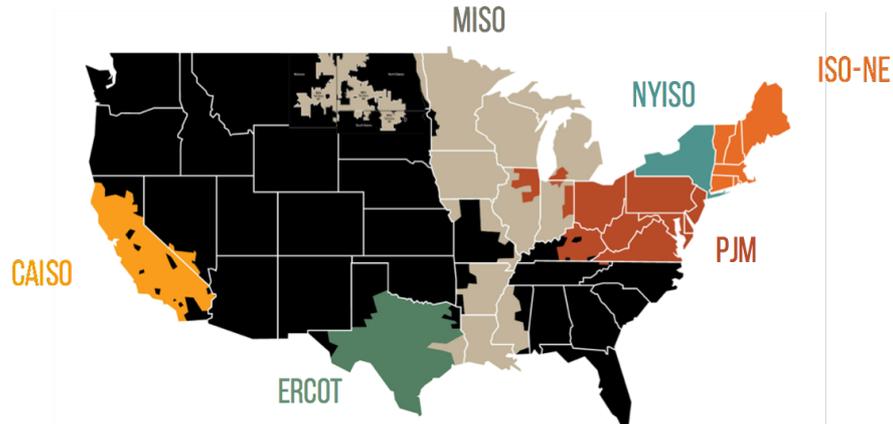


NATIONAL EXPERIENCE. LOCAL EXPERTISE.

CPower is a leading energy manager in each of the country's open energy markets. We serve well over 1000 customers at thousands of sites across a broad range of vertical markets: from large retailers with hundreds of locations to industrial entities with multiple sites of various sizes.

We strive to give each one of them the personal attention they deserve. We're familiar with the intricacies of the PJM market and we have experts to help customize and optimize the most suitable program for each of your local facilities.

CONSIDER US YOUR
PERSONAL
ENERGY GUIDES.



CPOWER'S PJM TEAM



Beatrice Gockley - Act 129 and Utility Programs Manager, Bill Oosterom - Account Executive, Donna Karas - Account Manager, Cathy Smith - Senior Analyst, Jackie O'Mara - Account Manager, Corey Pettingill - Project Manager, Dave Resler - Account Executive, Dailey Tipton - VP/General Manager, Dann Price - Market Development Director, Rocco Venuto - Account Executive, Raymond Berkebile - Senior Director of Engineering, Operations, Suzanne Levine - Account Executive, James Disabato - Project Manager

At CPower, we understand that energy management is not a one-size-fits-all endeavor.
That's why we take the time to learn about the intricacies of your business.
Then we work with you to create customized curtailment strategies that enable your organization
to earn revenue from energy you didn't use, without disrupting your day-to-day business.

Your CPower team will be with you every step of the way.
Always.

HOW THE SYNCHRONIZED RESERVE PROGRAM WORKS

The Synchronized Reserve program is available 24 hours a day, 7 days a week, 365 days a year.

Each hour, customers may offer a price at which they're willing to be available. If their offer is accepted, they receive at least their offer price and must be on-call to curtail within 8 minutes of an event notification. Curtailments occur unpredictably and last 30 minutes or less.

The revenue participating organizations receive from the Synchronized Reserve program will be based on PJM's Synchronous Reserve Market Clearing Price (SRMCP).

Once PJM accepts your offer, **your organization will be paid whether an event is called or not.**

When you're a CPower customer, your team of energy experts will always be at the ready to help you optimize the results from your demand response participation.

SYNCHRONIZED RESERVE

Program Parameters

Minimum Size	Minimum load reduction must be 100kW (may be aggregated within a load zone).
Number and Duration of Events	The number of events is estimated to be about 25 per year – with each event lasting on average 12 minutes in duration. Maximum event duration is 30 minutes.
Notification	At least 8 minutes prior to the event via phone and e-mail.
Compensation	Customers receive the Synchronized Reserve Market Clearing Price for all accepted offers.
Compliance	Required for events during all hours in which offers were accepted.
Settlements	60 days after end of each month.
Consequences of Non-Performance	Customer incurs a retroactive penalty and forfeits the SRMCP for the amount of non-compliance for all hours awarded for the lesser of 15 days or the previous event day.
Enrollment Deadline	No deadline.
Metering	Each account must have the CPower App providing 1 minute data validated against the utility meter.



SYNCHRONIZED RESERVE

Event History

YEAR	EVENTS	DURATION In Minutes	DURATION In Hours		
2016	16	216	3.6		1.33
2015	21	345	5.8		1.75
2014	39	1047	17.5	Polar Vortex	3.25
2013	19	505	8.4		1.58
2012	26	440	7.3		2.17
5 Year Avg	24.2	510.6	8.5		2.02
4 Year Avg	20.5	376.5	6.3	Ignoring 2014	1.71

On average, Synchronized Reserve events last 14 minutes.

THE VALUE OF AGGREGATION

PJM's Synchronized Reserve program is run by **aggregators**, which are licensed companies that have been approved by PJM to facilitate your demand response.

Aggregators are expert at helping organizations like yours maximize your demand response participation.

Getting the most out of Synchronized Reserve begins with choosing the right aggregator to manage your demand response participation.

That's where CPower comes in.

WHAT IS AN AGGREGATOR?

An aggregator is a third party entity (separate from the utility) that handles the demand response participation of many organizations to ensure effective curtailment takes place when the grid is stressed.

Aggregators, like CPower, work with your organization to develop a customized curtailment strategy that suits the specific needs of your business.

Aggregators ensure safe, efficient energy curtailment that results in larger incentive payments for the participating organization.

The aggregator's mission is to optimize the participant's demand response in a way that minimizes risk and maximizes reward.



CPOWER IS A LEADING AGGREGATOR IN THE PJM MARKET

CPower is one of the largest commercial and industrial demand response providers in the PJM market. We aggregate hundred of facilities across states, in every zone, and have enrolled our customers in 5 (Emergency Capacity, SR, Econ, EE, Act 129) different demand response programs in the region.

We're passionate about helping businesses reach their energy management goals and know that there is no stronger resource to achieve those goals than the collaborative relationship we share with our customers.

That's why we regularly over perform in every zone. Our vast, industry-diverse network of customers in PJM makes us one of the largest aggregators in the market.

As an aggregator, CPower can greatly mitigate the risk of underperformance penalties your company may face should you be unable to meet the Synchronized Reserve program's requirements for any reason.



WATCH THE VIDEO
LEARN WHY CPOWER IS DIFFERENT

HOW CAN CPOWER HELP YOUR ORGANIZATION CURTAILING ENERGY ON SHORT NOTICE?

PJM's Synchronized Reserve program can be very lucrative for participants who successfully comply with the program's short curtailment windows.

To help your organization seamlessly execute a curtailment plan on short notice, CPower offers automated demand response.

When you're a CPower customer, not only do you have a team of energy experts in your corner to optimize your demand response, you also will have state-of-the-art tools to help you manage and automatically execute your curtailment.

CPower gives you these tools with no out-of-pocket costs. We also give you the knowledge to leverage these tools so you can get the most out of your demand response participation.

AUTOMATE. OPTIMIZE.

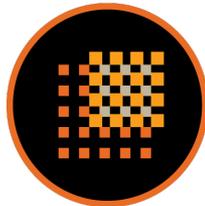
When it comes to keeping your business running smoothly, you've got a lot on your plate.

When it comes to seamlessly executing your curtailment strategies with CPower, you've got nothing to worry about.

That's because when you automate your Demand Response, you don't have to do any of the work to curtail your energy consumption.

With automated Demand Response, CPower makes it easy to earn top dollar for your curtailment efforts

AUTOMATE DEMAND RESPONSE . . . THE CPOWER WAY



DEMAND RESPONSE

+



AUTOMATION

=



LESS HASSLE.
MORE EARNINGS.

CPOWER HAS THE TECHNOLOGY AND PEOPLE TO HELP YOU GET THE MOST OUT OF YOUR ADR.



The CPower APP integrates real-time metering and other smart grid technologies, to maximize the benefits of ADR.

The CPower App and Link allow you to:

Use existing building control infrastructure and web services to provide companies with the ability to change load schedules and usage based on automated notification signals. (If you don't have existing controls, CPower may be able to install them at no out of pocket costs to you.)

- Monitor energy consumption for multiple sites.
- Get the information you need to pre-program effective strategies.
- Pay no out-of-pocket costs. (Offset through DR).
- Maximize the energy earning potential of your facilities without negatively affecting your production or operations.

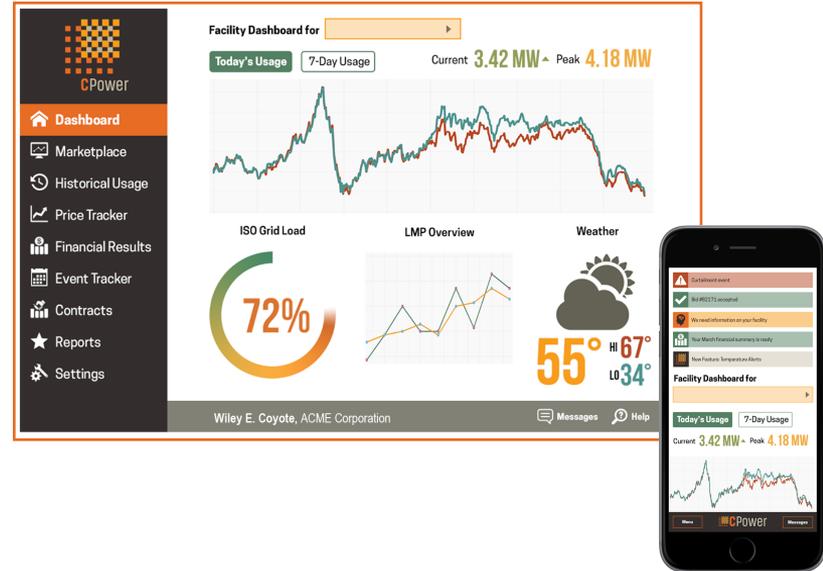
CPower |  **Link** CPower also provides CPower Link, an energy management platform that integrates with your existing building controls and automation.

THE CPOWER APP: ENERGY MANAGEMENT AT YOUR FINGERTIPS.

CPower puts powerful energy management tools at your fingertips with a simple to use, demand response solution on your desktop or mobile device.

With a click of a mouse or a touch of your screen, the CPower App allows you to access all vital usage and load information quickly and intuitively.

We connect directly to your energy meter to give you real-time usage information to your desktop or mobile device.

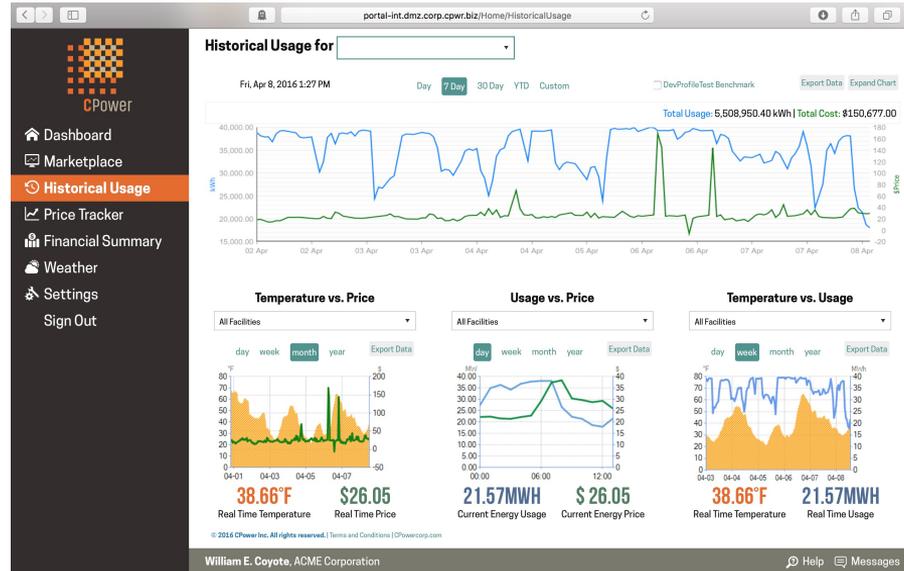


WATCH THE VIDEO
LEARN HOW CPOWER GIVES YOU THE TOOLS TO SUCCEED

Our user-friendly interface makes it easy to gauge your energy consumption. You can watch energy price trends in your market, so you can make the right decisions to manage your energy costs, and ensure that your business is in compliance with the regulations that govern your market.

Combined with CPower's Link, an application program interface (API) that integrates with your existing building controls and automation, the CPower App helps you maximize results from demand response through automation, with minimal labor and effort on your part.

Streamlined data management features provide quick and convenient reporting, auditing, and financial reward calculations in simple graphical form.



MAXIMIZE YOUR EARNINGS WHEN YOU PARTICIPATE IN MORE PJM PROGRAMS

Once you've enrolled in the Synchronized Reserve program, CPower can help you earn even more money from your curtailment by helping you participate in other PJM demand response or demand management programs.



DEMAND RESPONSE

Demand Response

Emergency Capacity
Economic Demand Response



DEMAND MANAGEMENT

Demand Management

Energy Efficiency
Peak Demand Management

(Click on the circles above to learn more from our website.)

Energy is forever in motion.
At CPower, we never stop moving in our pursuit to help your organization optimize
its demand response participation.



To get started offsetting your energy spend with the
Emergency Capacity Program
Call 844-276-9371 to speak with a CPower team member
and schedule a no-obligation earnings assessment for your organization
or visit us online at <http://cpowerenergymanagement.com/pjm-synchronized-reserves/>

