



powerpay! VIRGINIA

Your best option for demand response



About PowerPay!Virginia

"At a time when the economy is steadfastly declining, one company is offering a solution for the Virginia businesses looking to bring in extra revenue. Energy Curtailment Specialists, Inc. (ECS), the largest privately held demand response provider in North America, is allocating over \$20 million to Virginia businesses as part of their effort to make Virginia a 'greener' state and boost the economy with smart grid technologies."

- Yahoo! News

Businesses are joining PowerPay!Virginia to:

- Get paid significant \$\$\$ for simply agreeing to reduce electric consumption, if and only if asked
- Keep electricity costs lower during periods of high demand
- Ensure reliable electric supply in the face of an electricity crisis and, in turn, prevent damage to sensitive equipment
- Reduce their carbon footprint. Go green today!

It's easy to participate in PowerPay!Virginia:

- NO out-of-pocket costs and NO penalties associated with participation
- Earn 2 types of payments: for standing by (capacity payment) & for actual electricity reduced (energy payment)... as if you are a mini-power plant
- Program runs non-holiday weekdays only
- Historically there have been only 3 event hours on average annually
- Advance notice of a Reduction Event gives you time to be prepared
- You decide what you can or can't reduce, not us
- Free interval meter and performance tracking software allow you to better manage your electric use. In certain instances you may even view your energy usage online
- Receive payments by check, not merely a credit on your bill

ECS is a proven success in all of its markets. More than two-thirds of demand response participants in New York and California choose ECS as their provider. ECS is now bringing its award-winning PowerPay! programs to your community. From excellent customer service to high participation payments and no risk, there are a number of reasons you'll agree we are on your side.

Demand Response has become an important component of electric system planning. Demand for electricity continues to increase with no signs of letting up. Efforts to meet increased demand by pushing more electricity through transmission equipment can cause problems such as voltage fluctuations. Machinery may stop working at low voltage levels, and resulting effects can be short term brown-outs in isolated areas to widespread blackouts and burnt transistors.

Demand response allows electricity suppliers and grid operators to cut grid stress by reducing demand for electricity. Grids are thus stabilized and electricity can be provided reliably.

Demand response programs pay you, the electricity consumer, to stand ready as a last line of defense to these rare, but dangerous, electric reliability crises!



877.711.5453 | www.ecsgrid.com

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ECS is on your side.

PowerPay! members currently share \$5,000,000 monthly!

Payment Examples

Your company will earn payment via a check for performing to your committed electric reduction levels during Events.

A university in Richmond receives \$35,000 annually by adjusting their chiller settings by a few degrees and turning off lights.

A Roanoke plastics company received \$105,000 this year for shutting down their operations for just two hours.

A hospital in Charlottesville receives \$82,000 annually for running generators a couple times per year.

Space is limited.

Reserve your spot today!

These companies did...

Archer Daniels Midland

"ECS proved to not only be advanced in the program itself but had the personal approach I value most. This past winter, I received a "surprise" payment that I forgot I was going to receive, just for being on standby. I am extremely pleased to know that I can trust ECS."

—Brenton Wadsworth, Plant Superintendent

Marriott International

"Joining ECS' demand response program is part of Marriott's campaign to adopt sustainable energy initiatives and reduce operating costs."

—Dennis Moran, Director of Energy



Contact ECS
Energy Curtailment Specialists, Inc.

office. 877.711.5453
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www.ecsgrid.com

Did you know?

The Department of Energy projects U.S. electric demand to increase by 39% in the residential sector, 63% in the commercial sector and 17% in the industrial sector through 2030.

PowerPay! programs help even out electric use during peak periods by paying customers to conserve or shift their use to different hours.

We make enrollment & participation easy...

- Easy-to-understand, one-page enrollment form
- Risk-free- no downside
- 97% of our customers renew when their participation ends
- A+ rating with BBB

Give PowerPay! a try today!

Thank you for your interest. **Please fill out this form and fax to 877.711.0506.** Someone from our friendly and knowledgeable staff will contact you.

Company: _____

Contact: _____

Title: _____

Phone: _____

E-mail: _____

Fax: _____

Address (City/State/Zip Code): _____

Facility Size: _____ Sq.Ft. # Buildings: _____

Hrs. of Operation: _____

Nature of Business: _____

Do you utilize back up generation? Yes No

Output: _____ kW

Connected Load: _____ kW

Utility Name: _____

Account Number(s): _____

Peak Electric Demand: _____ kW

Last Billed Amount: \$ _____