Overview

Market Description
Florida Reliability Coordinating Council (FRCC) and SERC Reliability Corporation (SERC) reliability regions minus the portions of SERC in the Midwest ISO (MISO) and in PJM.

Geography
States covered: All or most of Florida, Arkansas, Louisiana, Mississippi, Alabama, Georgia, Tennessee, North Carolina, South Carolina and parts of Missouri, Kentucky and Texas.

Reliability region: Southeastern Electric Reliability Council (SERC) and Florida Reliability Coordinating Council (FRCC)

Balancing authorities: See list on page 5 and 6.

Hubs: Entergy, Southern, TVA

RTO/ISO
None
Demand

Demand (Southern Company only)

All time peak demand: 233,839 MW (2007)

In summer of 2007, demand reached record levels on several occasions due to extremely hot weather.

Peak demand growth: -4.2% (2007-2008)

<table>
<thead>
<tr>
<th></th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summer Peak Demand (GW)</td>
<td>228,150</td>
<td>233,839</td>
<td>223,976</td>
<td>194,556</td>
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</tbody>
</table>

Source: Derived from Ferc Form 714

Prices

Annual Average of Daily Bilateral Day Ahead SOCO On-Peak Prices (Derived from Ventyx):

- $58.29/MWh (2006)
- $60.72/MWh (2007)
- $79.56/MWh (2008)
- $36.31/MWh (2009)

Contact Information

For answers regarding material in the Southeast section, please contact our staff at:

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Updated September 15, 2010