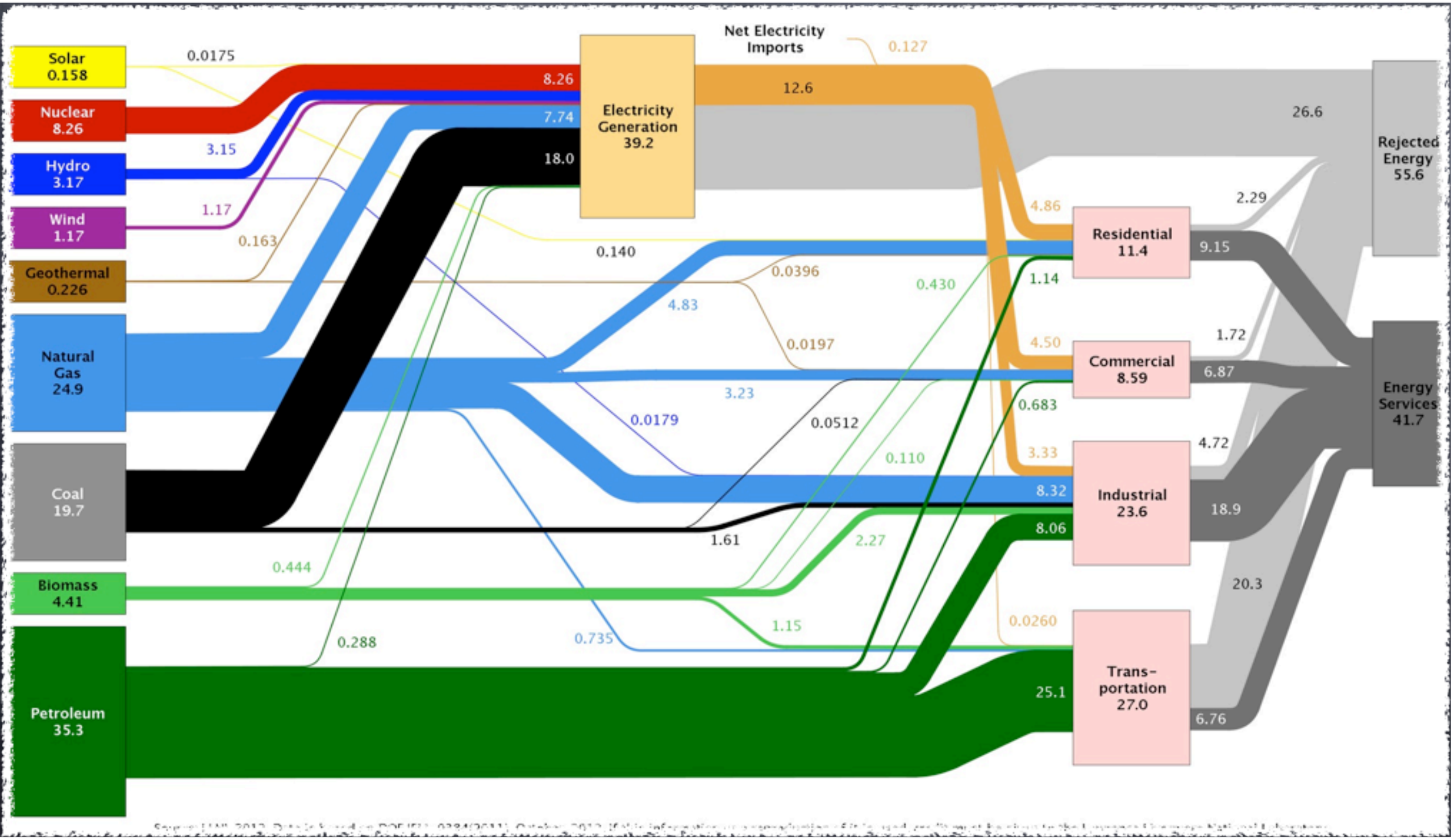
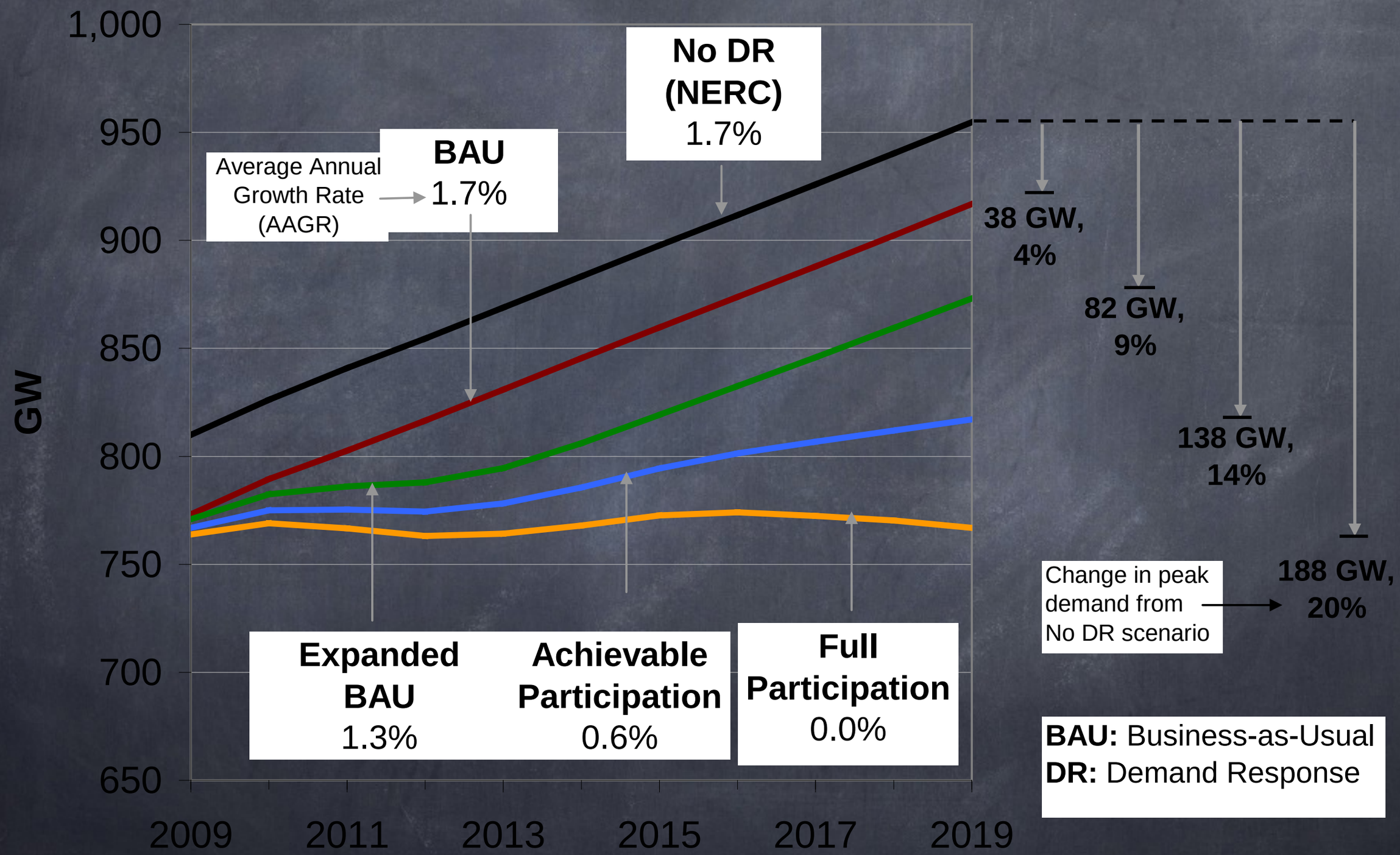
Estimated U.S. Energy Use 2011- ~97.3 Quads

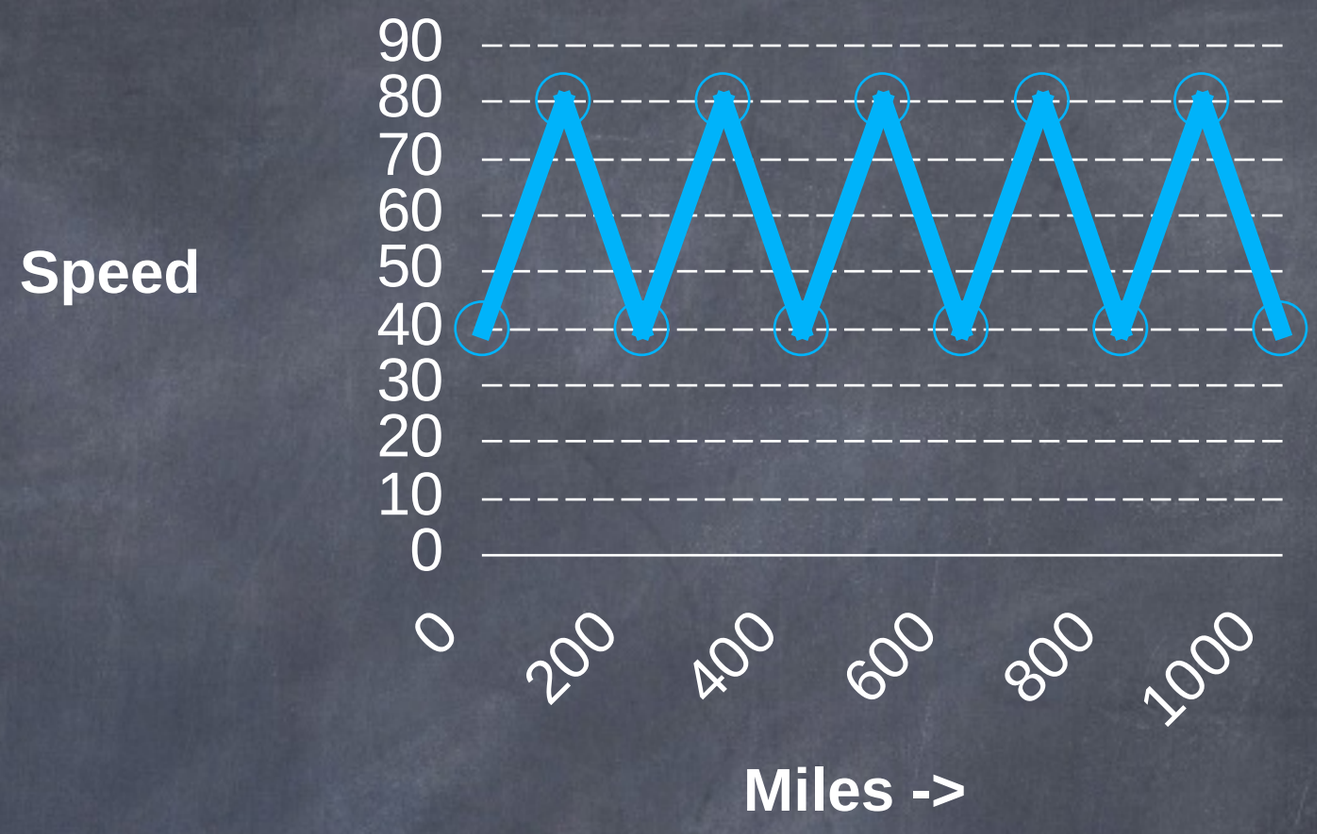


U.S. Demand Response Potential

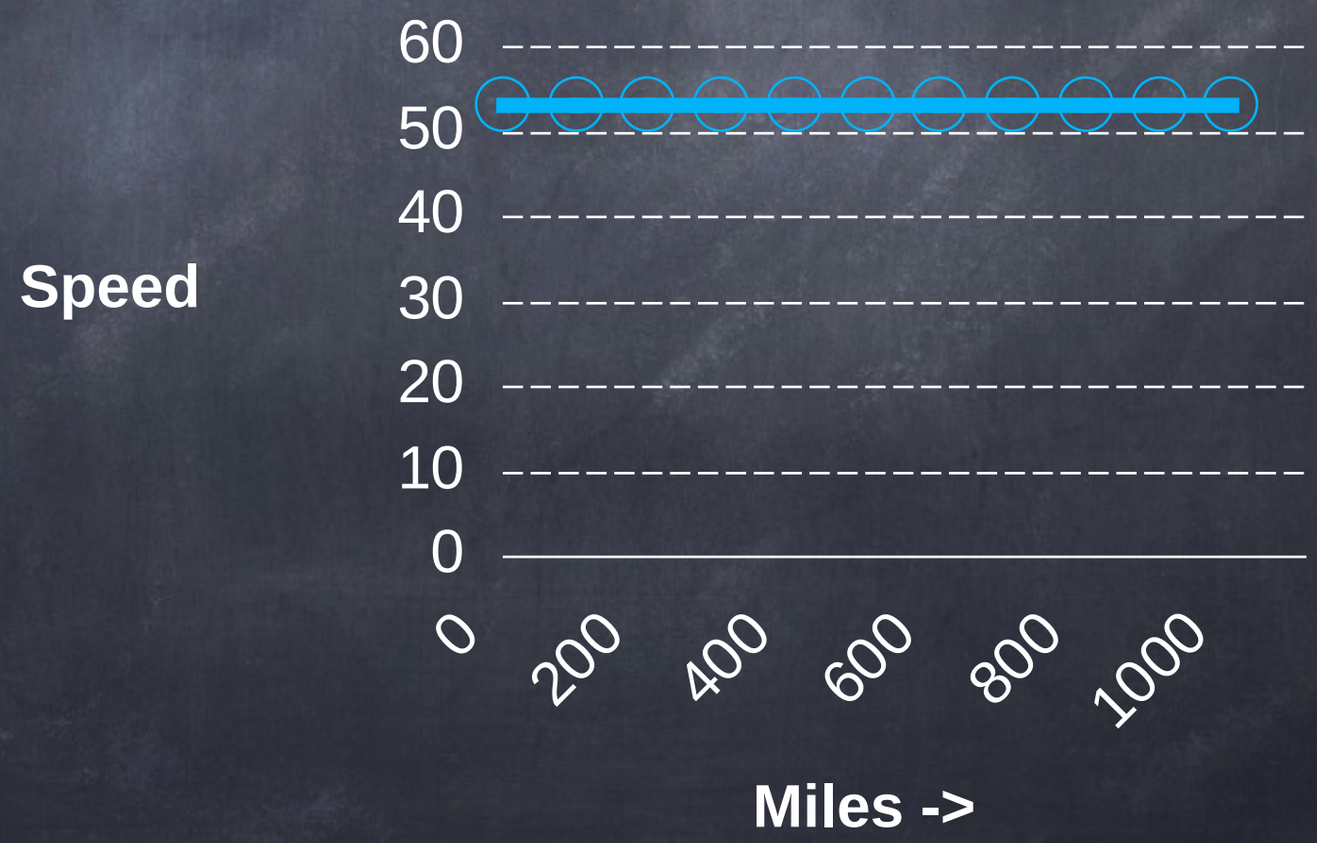


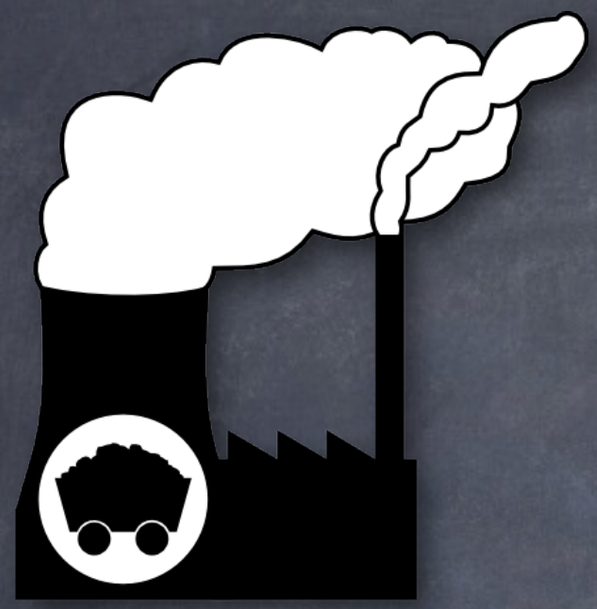
BAU: Business-as-Usual
DR: Demand Response

Car #1
1000 mi in 18.75 hrs

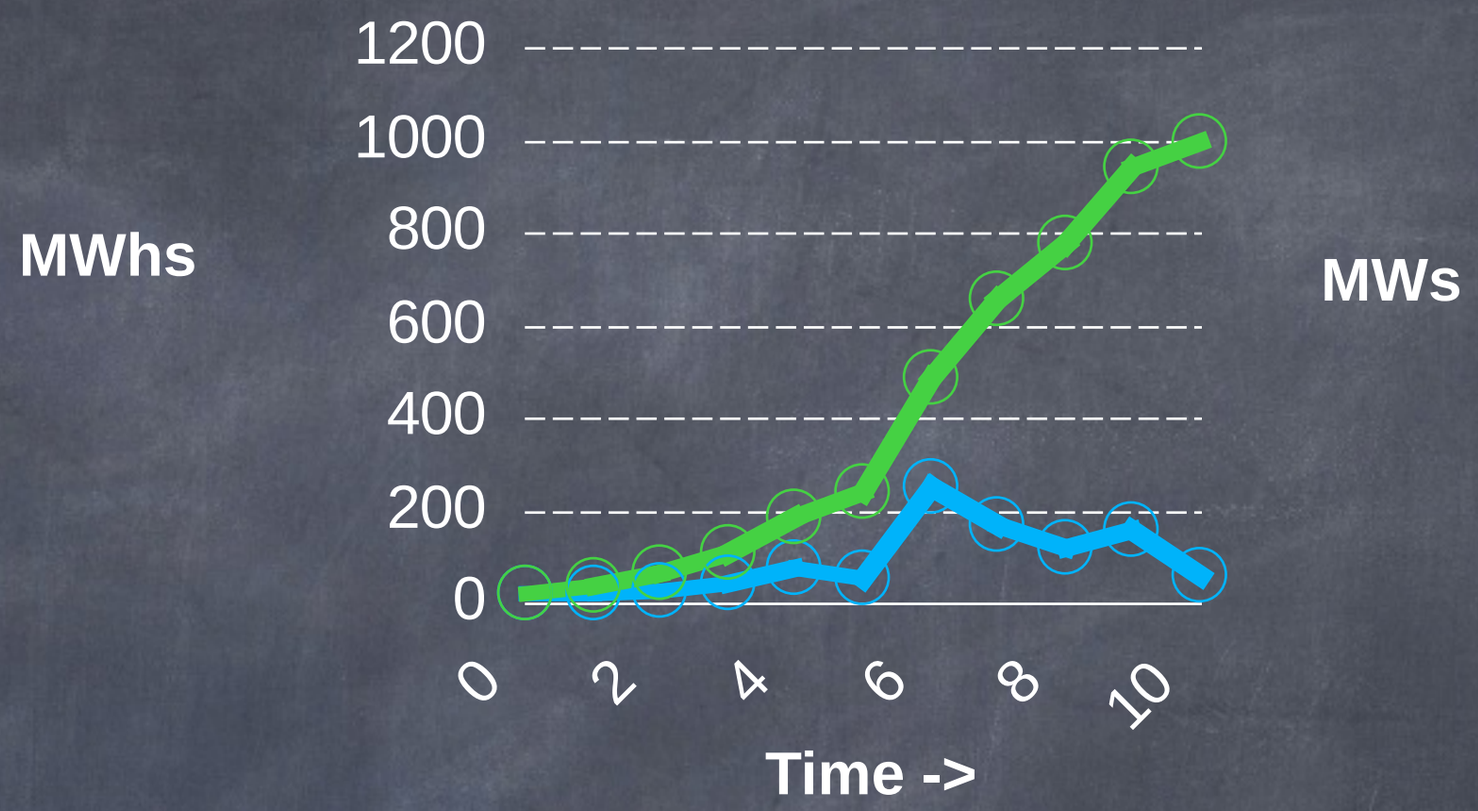


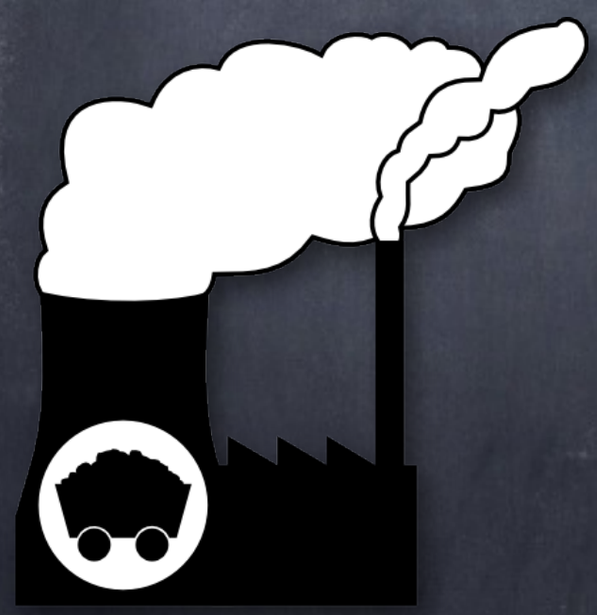
Car #2
1000 mi in 18.75 hrs





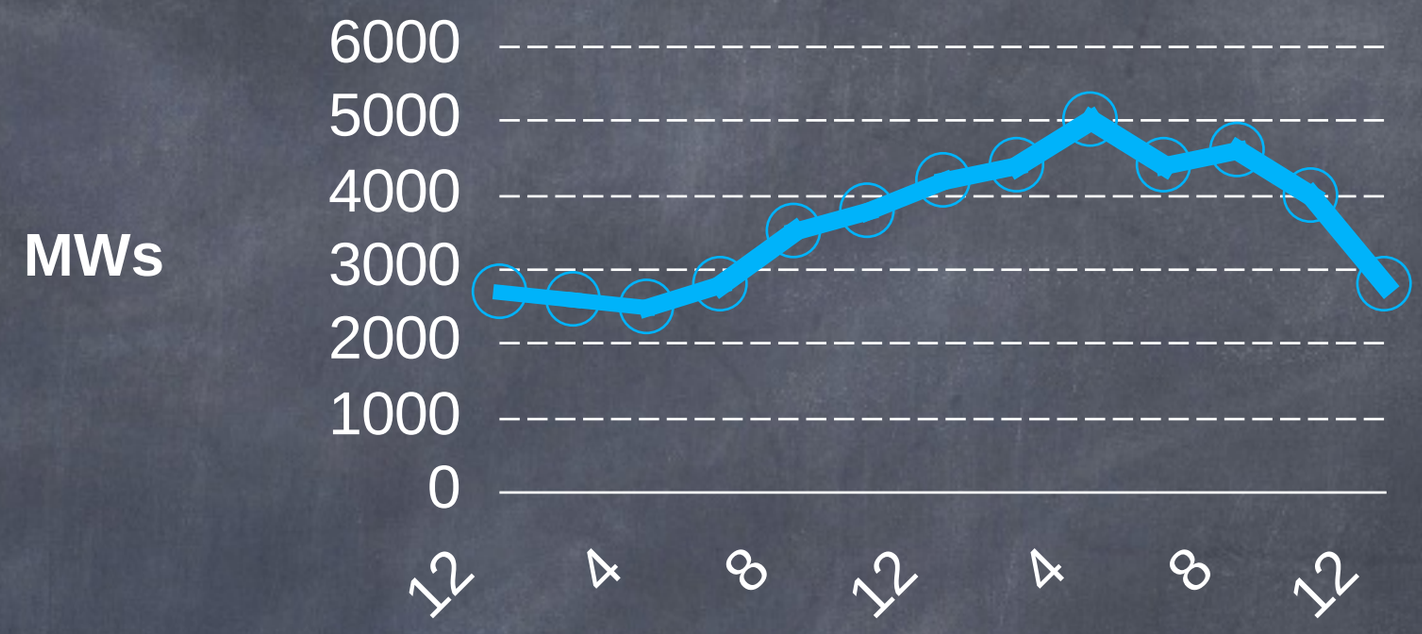
Power Plant
w/o IE





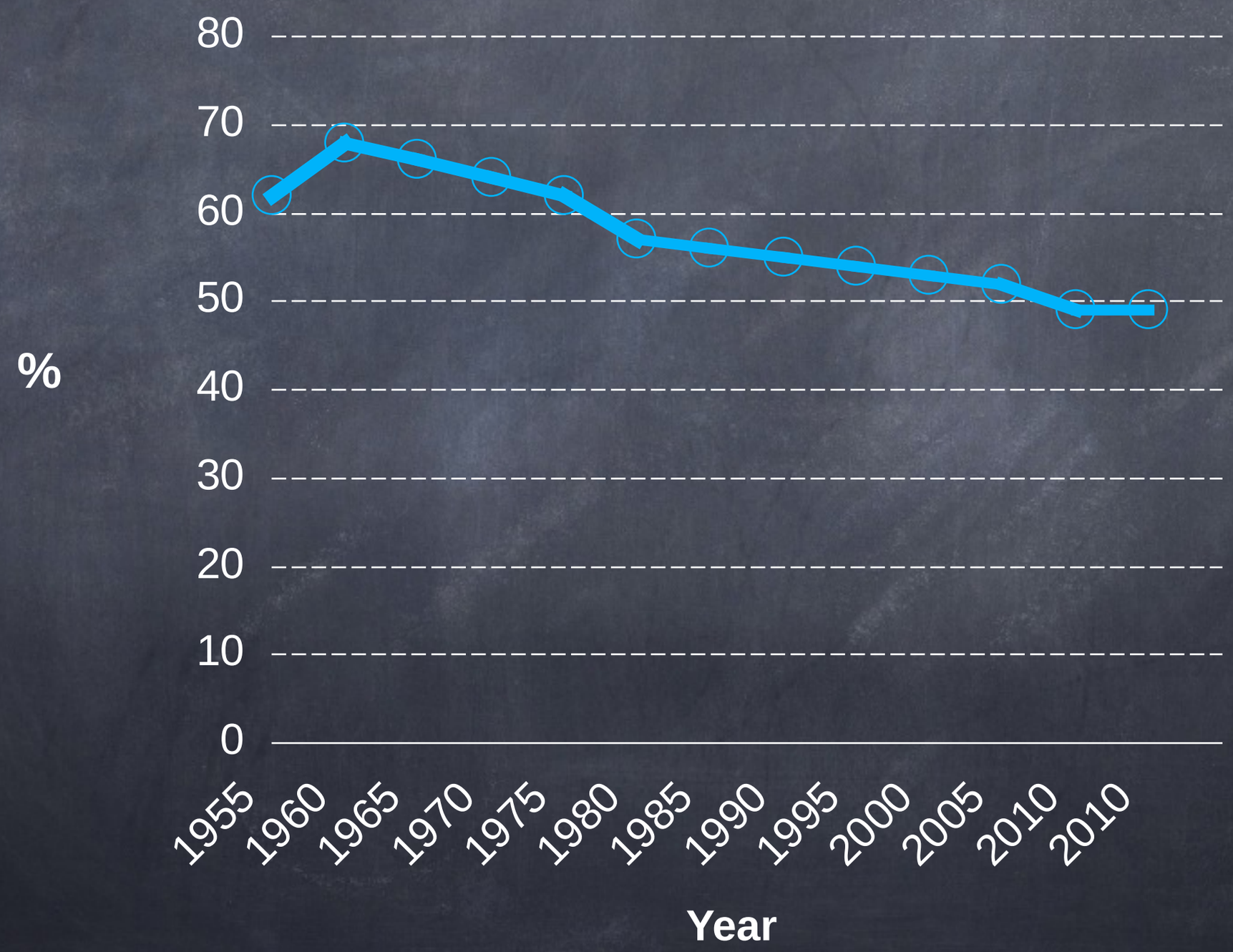
Power Plant
w/ IE

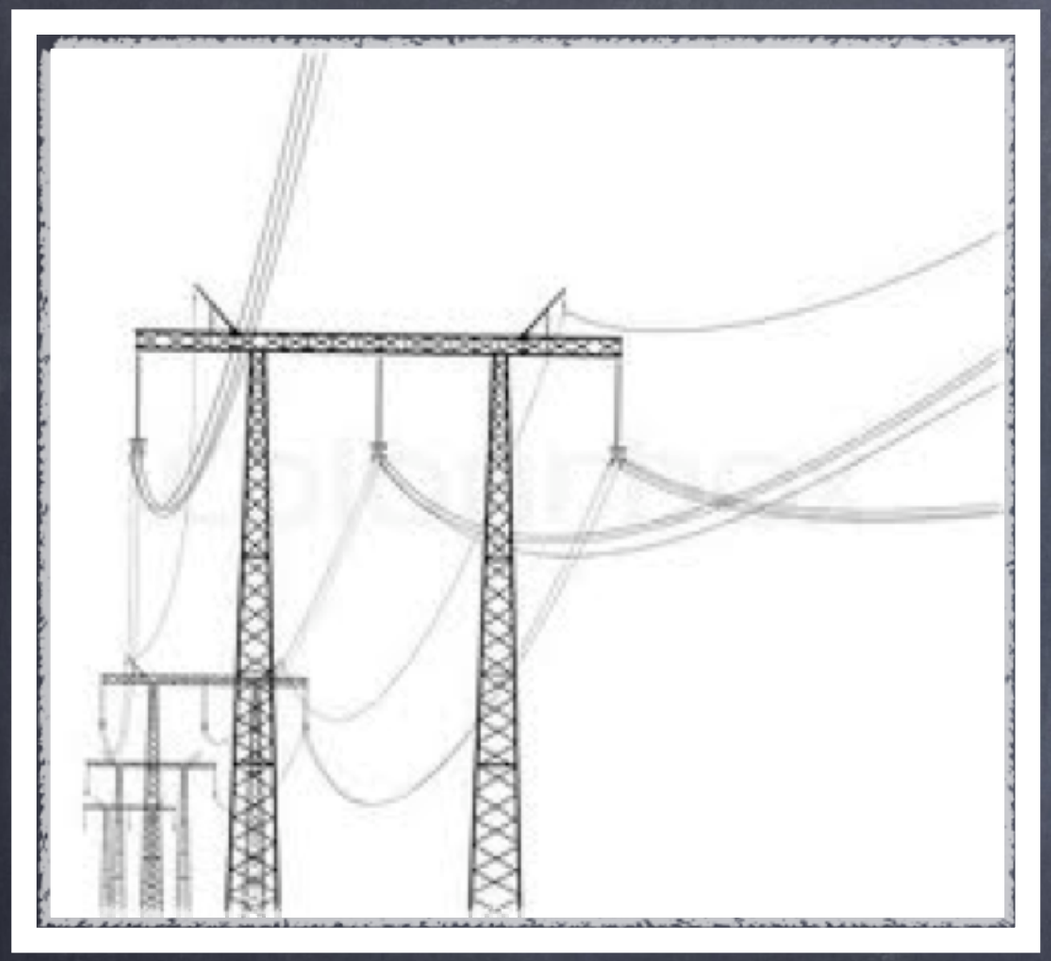
Typical Load Curve



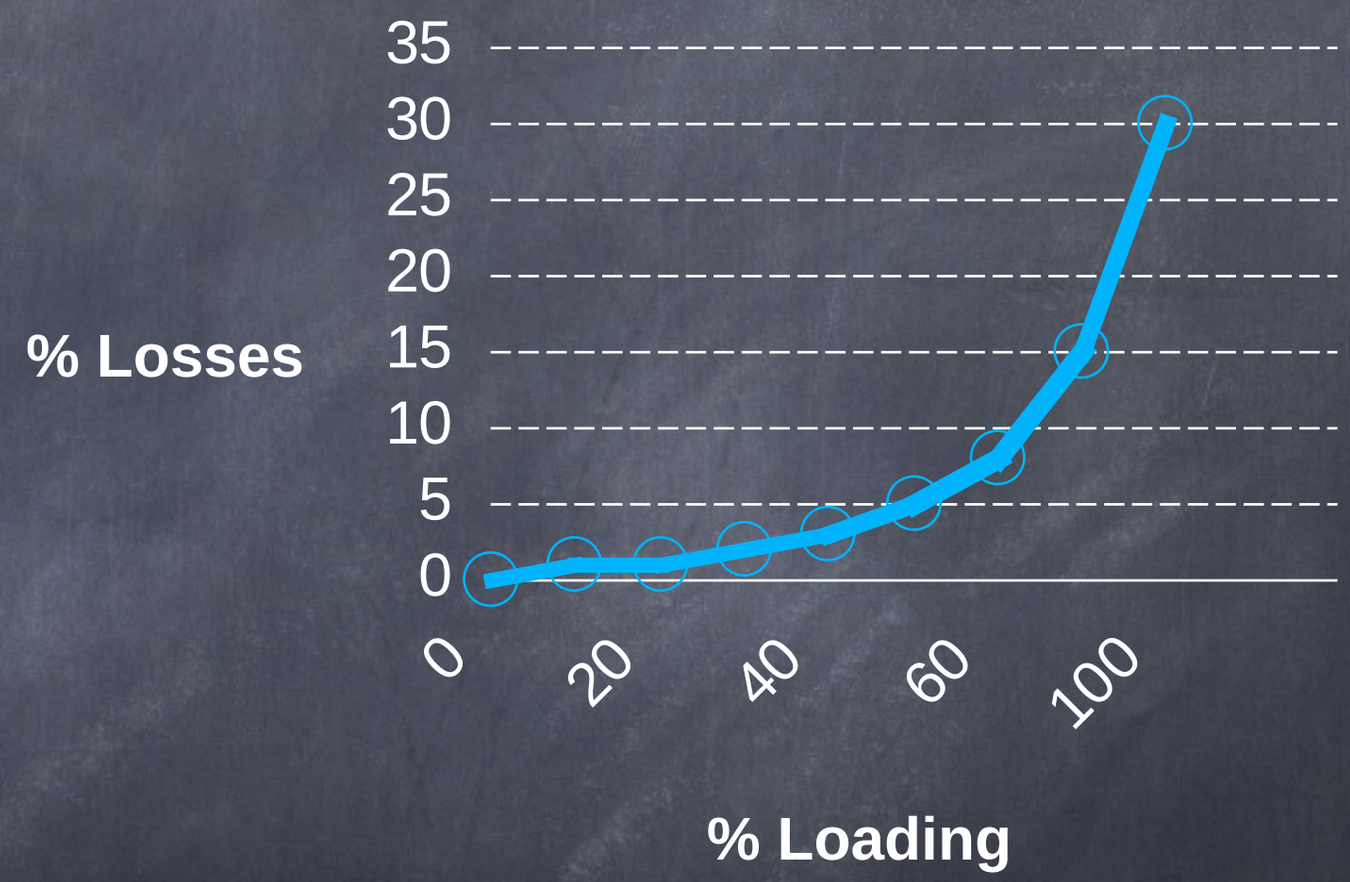
Ideal Load Curve

Declining Load Factor

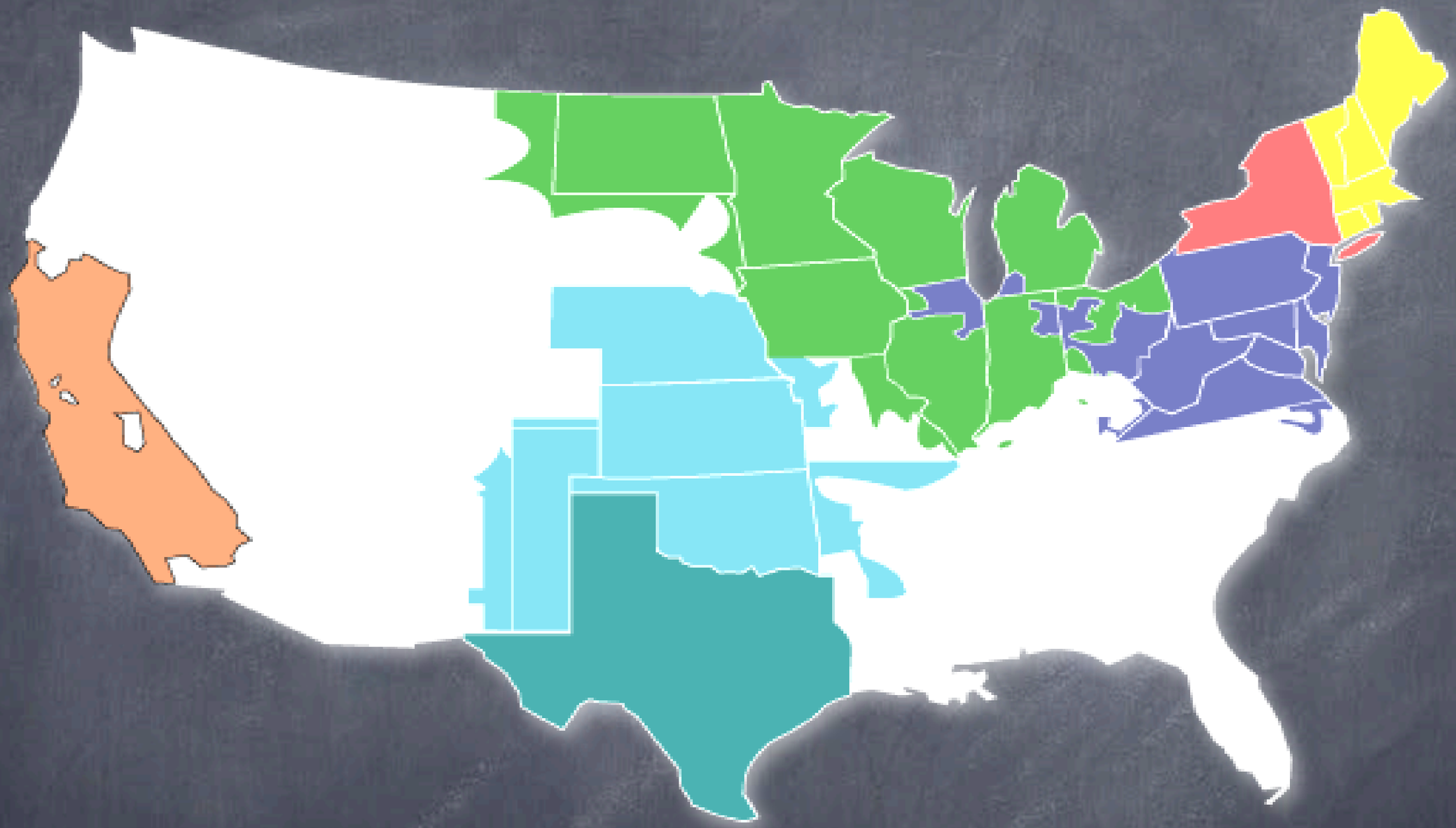




Line Losses
& Reactive Power
w/o IE



FERC Independent Organized Wholesale Electric Markets



- Midwest ISO
- PJM Interconnection
- California ISO
- New York ISO
- ISO New England
- Southwest Power Pool
- Electric Reliablity Council of Texas