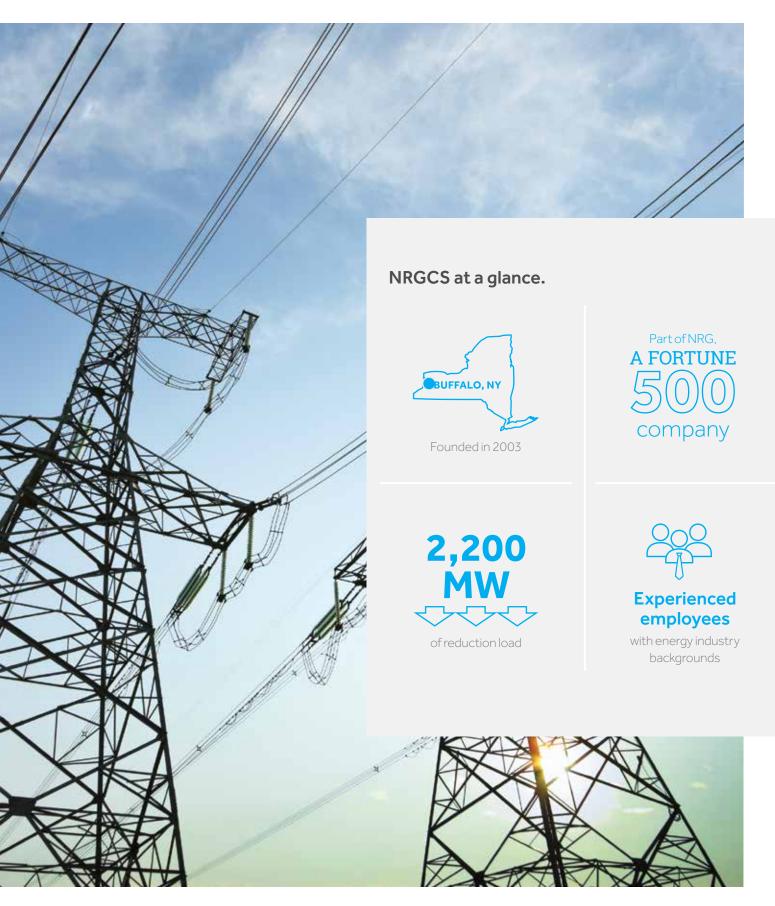


#### NRG Curtailment Solutions, Inc.

# Be responsible. Be rewarded.

# We make a good thing good for you.





participation incentives





Flawless reputation for customer payout Demand response is a growing idea based on a simple concept: using less energy at peak times is good for the grid and, therefore, should be rewarding for companies like yours who cut back.

Our mission is equally simple: make it easy for you to capture the rewards available when you use less energy.

We're NRG Curtailment Solutions (NRGCS), a leading demand response (DR) provider located in Buffalo, NY and backed by the resources of NRG Energy, Inc., a Fortune 500 company and long-standing energy leader.

#### Our story is about our customers.

We've delivered demand response programs to more than 6,500 facilities of all types and sizes. Many customers have been with us for more than five years. We understand energy in general and each customer's energy usage specifically. We take that understanding and use it to help them execute and benefit from the daily operation of a DR program.

## Achieving DR success.

# Demand response is a program that benefits everyone.

Utilities benefit from customers using less when the grid is facing extreme conditions, as the potential for brown outs and black outs is significantly lowered. It also creates an attractive alternative to constructing a new power plant.

As a customer, you'll benefit from your role as a last line of defense in critical situations when demand on the grid exceeds capacity by receiving payment on the amount of energy you curtail.

We serve as a facilitator in this win-win situation. Our knowledge of your energy usage and our process for putting a DR program into use makes getting paid for using less an easy-to-achieve outcome.



## Start with Knowledge. End with Savings.



#### Track

Our installed meter monitors interval data for reduction verification. You'll also be able to view interval demands and kWh use for better energy management through our online dashboard.

# $\left| \begin{array}{c} \phi \\ \phi \end{array} \right| \left| \begin{array}{c} \phi \\ \phi \end{array} \right|$

#### Plan

Together we will develop a reduction action plan, which will ensure your personnel are familiar with DR procedures and prepared when an event is called.



#### Alert

In the event of an electric grid crisis or a predicted supply shortage, the grid operator or utility will alert NRGCS to the need for emergency demand response.



#### Implement

The designated event contact at your company will be notified and you will implement your reduction strategy.



#### Measure

Your performance is determined by your reduction of electric demand from a previously calculated baseline. In some markets, reduction is measured against your demand from the prior year's peak hours. In others, it may be measured against your demand average from recent weeks, days or even hours.



#### Reward

At the conclusion of the demand response season, you'll receive payment based on the total kW reduction your company achieved during the designated time period.

# Where execution and information meet.



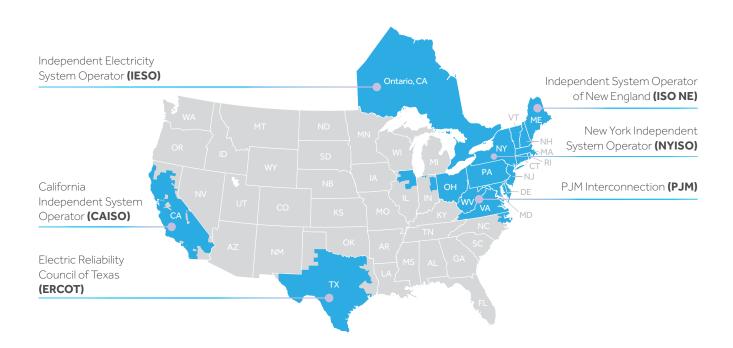
## Our Active Management Platform (AMP)

When you become one of our DR customers, you'll instantly become part of a proven, intuitive platform. We'll outfit your business with all necessary metering equipment required for your specific program. In addition, you'll have access to our online AMP dashboard where you can actively monitor your energy usage in real-time.

## Other AMP benefits:

- Control your costs and break down electrical usage on a kW/hour basis with interval data
- Save money and reduce environmental impact at the same time as a result of the usage information now at your fingertips tracking energy patterns and detecting anomalies in your everyday operations is simple
- Ensure billing accuracy by comparing your data to your utility bill
- Predict your monthly costs with a precise projection of your next bill, so you'll never be surprised again
- Decrease the risk of power failures and electrical surges during hours of high demand with the ability to predict system peaks and curtail energy use at those times

# Our products. Our footprint.



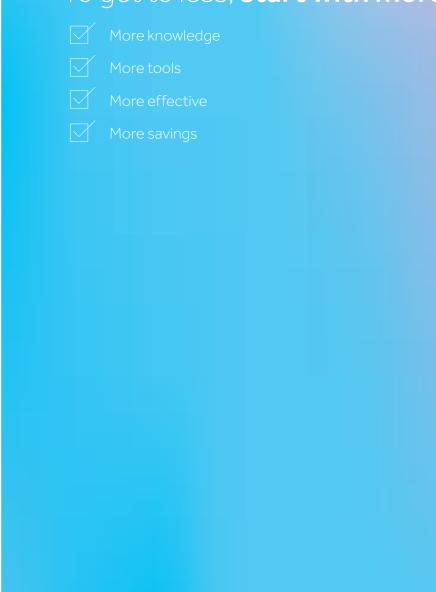
### **Capacity Products**

We offer a wide variety of capacity products directly through grid operators and utilities in our six key markets. These include emergency demand response and summer utility programs, which range from day-ahead curtailment notifications to the ability to instantaneously reduce load. While each program operates differently, they all serve the same goal – to protect the stability of the electric grid.

## **Ancillary Products**

We can also provide additional ancillary products to increase customer revenue and further strengthen the grid. These take form in year-round programs that offer a level of flexibility not typically available with traditional emergency response programs. Participation provides customers with direct access to the wholesale energy markets they normally wouldn't have entry into. With our help, these products can efficiently optimize a dynamic energy management strategy.

## To get to less, **start with more.**



### Let's talk about a demand response program for your business: 877.711.5453 | dr-info@nrg.com | demandresponse.nrg.com