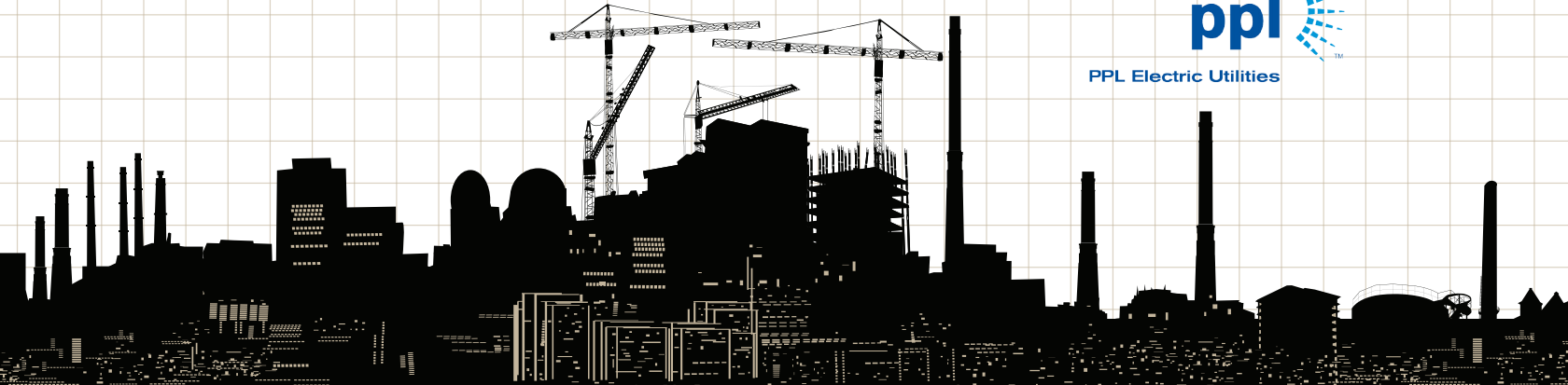




# MAXIMIZE YOUR EXISTING DEMAND RESPONSE REVENUE WITH THE PPL DEMAND RESPONSE PROGRAM

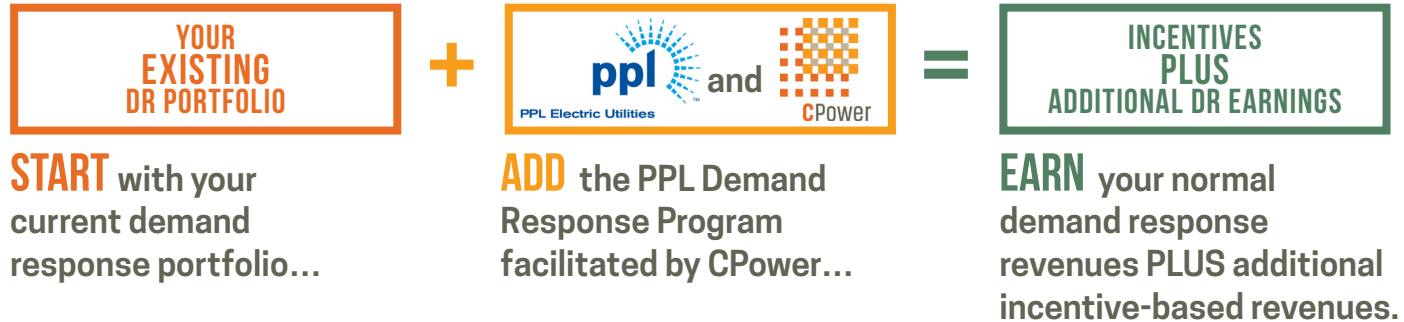


# THE PPL DEMAND RESPONSE PROGRAM IS UNIQUE IN A COUPLE OF WAYS:

**First**, the program is only available to commercial customers (including agricultural, educational, and government institutions) of PPL Electric Utilities.

**Second**, the PPL Demand Response Program can complement your existing PJM demand response portfolio.

That means that even if you're already involved with one or more of PJM's demand response programs, you can still take part in the PPL Demand Response program and add an additional layer of revenue to your DR portfolio.



# HOW THE PPL DEMAND RESPONSE PROGRAM WORKS

- CPower's team of experts collaborates with you to create a custom curtailment plan that adheres to your operational and business needs.
- CPower will notify you that an event will take place based on our forecasts.
- Day-ahead pricing and curtailment projections are used to estimate projected revenue.
- The CPower app helps manage and monitor your demand response participation.
- Your CPower team manages your settlements and sends you your earnings.



PROGRAM ATTRIBUTE	DESCRIPTION
Participation Period	June 1 through September 30
Dispatch Criteria	Day Ahead forecast over 96% PJM RTO summer peak demand
Event Days	All days
Event Notification	Day Ahead – 10:30AM & approximately 1:45PM EST and at least 2 hours prior to actual event
Event Duration	4 consecutive hours
Max Number of Events	6 events per summer
Min Number of Events	In absence of events, test is required
Performance Measurement	Hourly reduction = Hourly PJM Economic CBL - Hourly Load
Software Included	CPower app: Easy to use web-based platform



**WATCH THE VIDEO**  
**LEARN ABOUT THE PPL DR PROGRAM**

# CPOWER IS READY TO HELP YOU EARN

PPL Electric Utilities has selected CPower as the exclusive facilitator of its new program. In partnering with CPower, PPL has placed their trust in us to help businesses like yours maximize demand response earnings with this new program.

CPower is an energy management company who specializes in commercial and industrial demand response. In fact we're one of the largest curtailment service providers in the country and have helped more than one thousand business at thousands of sites nationwide earn revenues for using less energy when the grid is stressed.

When you're a CPower customer, you have a team of experts in your corner. We're with you every step of the way to ensure you get the maximum revenues possible for your curtailment efforts.



**WATCH THE VIDEO**  
**OUR TEAM WORKS FOR YOU. ALWAYS.**



**WATCH THE VIDEO**  
**LEARN WHY CPOWER IS DIFFERENT**



# THE CPOWER APP — A COMPLETE DR SOLUTION

In addition to your CPower team helping you fine tune your demand response, you also have the CPower app — a complete demand response solution on your desktop or mobile device.

## With the CPower app you can:

- Get instant access to your energy data.
- Monitor and optimize your energy usage in real time.
- Schedule and manage your curtailment plan when events are called.
- See your performance and payments for the PPL program and other PJM programs you participate in.

**Demand Response Opportunity Notification - Schedule Recommended**

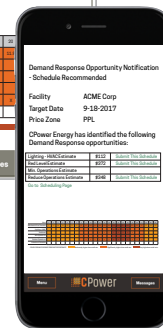
Facility: ACME Corp  
Target Date: 9-18-2017  
Price Zone: PPL

CPower Energy has identified the following Demand Response opportunities:

Lighting - HVAC Estimate	\$112	Submit This Schedule
Red Level Estimate	\$872	Submit This Schedule
Min. Operations Estimate		
Reduce Operations Estimate	\$948	Submit This Schedule

Go to Scheduling Page

William E. Coyote, ACME Corporation



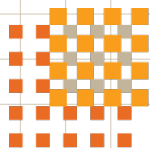
## The CPower app makes participation simple.

Users can track their performance in both PJM's Demand Response Program as well as the PPL Demand Response Program.



**WATCH THE VIDEO**  
**SEE THIS TECHNOLOGY EXPLAINED BY THE CPOWER EXPERTS**





**C**Power

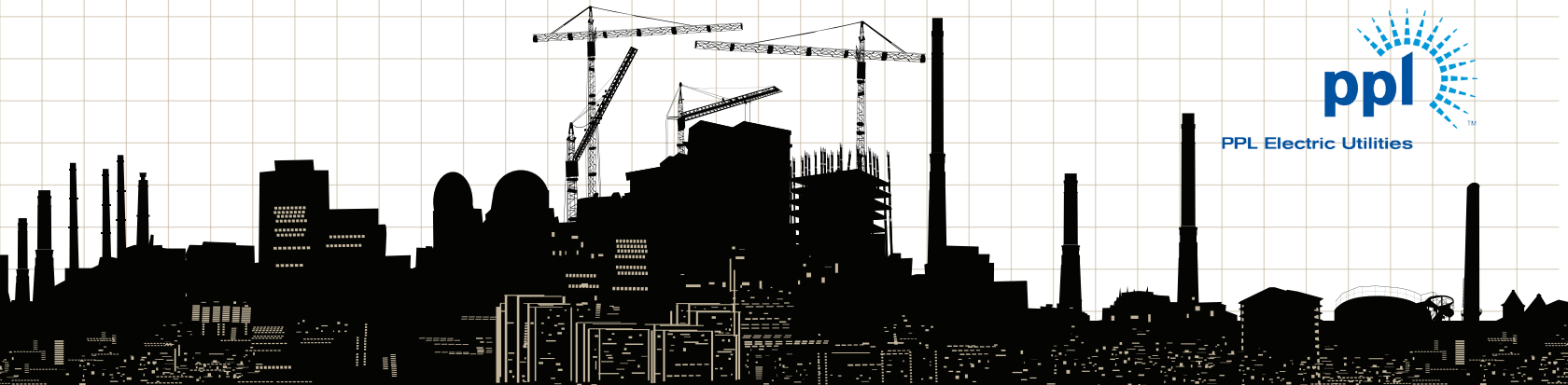
Energy is forever in motion.  
At CPower, we never stop moving for you.

**Getting started is easy.**

Contact CPower and learn how you can maximize your existing DR  
with the PPL Demand Response Program

**Call: 844-422-8129 (844-4ACT129)**

**Or visit: [www.CPowerEnergyManagement.com/PPLDemandResponse](http://www.CPowerEnergyManagement.com/PPLDemandResponse)**



PPL Electric Utilities