



FOR IMMEDIATE RELEASE

## **PJM SPONSORS SYMPOSIUM ON REDUCING ELECTRICITY BILLS THROUGH PRICE RESPONSIVE DEMAND**

(Valley Forge, Pa. – Oct. 1, 2009) – PJM Interconnection will conduct a symposium in November to advance the ability of electricity consumers to adjust their use of electricity based on retail rates that change daily or hourly in response to wholesale market price signals.

Symposium participants will identify timelines, challenges and changes for integrating price responsive demand into wholesale and retail markets.

Price responsive demand enables consumers to voluntarily reduce electricity use in response to higher energy prices during high-use periods. Participants will comment on the Demand Response Roadmap for the PJM region. Since the last PJM demand response symposium in 2008, the roadmap has been updated and expanded to include the integration of price responsive demand.

Case studies from the PJM region will highlight demand response developments. Price responsive demand as a foundation for the deployment of new technologies such as Plug-in Hybrid Electric Vehicles also will be discussed.

Price responsive demand will enable consumers to reduce expenditures for electricity. It requires both meters that record hourly rather than monthly usage and retail price signals that are linked to wholesale market prices particularly during hours of high use.

The PJM Symposium on Demand Response III – Integrating Price Responsive Demand will be held Nov. 9-10, 2009, near the Baltimore-Washington International airport. Additional information about the symposium, including an agenda, is available from PJM's Web site: <http://tinyurl.com/PJM-Symposium-III>.

*PJM Interconnection ensures the reliability of the high-voltage electric power system serving 51 million people in all or parts of Delaware, Illinois, Indiana, Kentucky, Maryland, Michigan, New Jersey, North Carolina, Ohio, Pennsylvania, Tennessee, Virginia, West Virginia and the District of Columbia. PJM coordinates and directs the operation of the region's transmission grid, which includes 6,038 substations and 56,350 miles of transmission lines; administers a competitive wholesale electricity market; and plans regional transmission expansion improvements to maintain grid reliability and relieve congestion. Visit PJM at [www.pjm.com](http://www.pjm.com).*

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