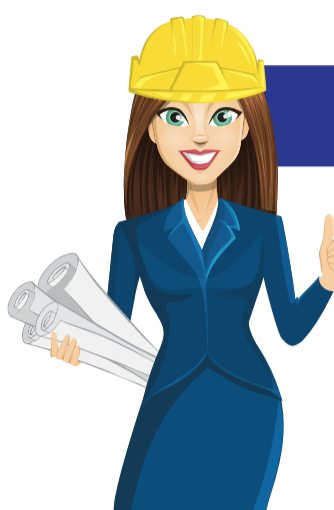


DEMAND RESPONSE

HOW DOES IT WORK?



DEMAND RESPONSE 101

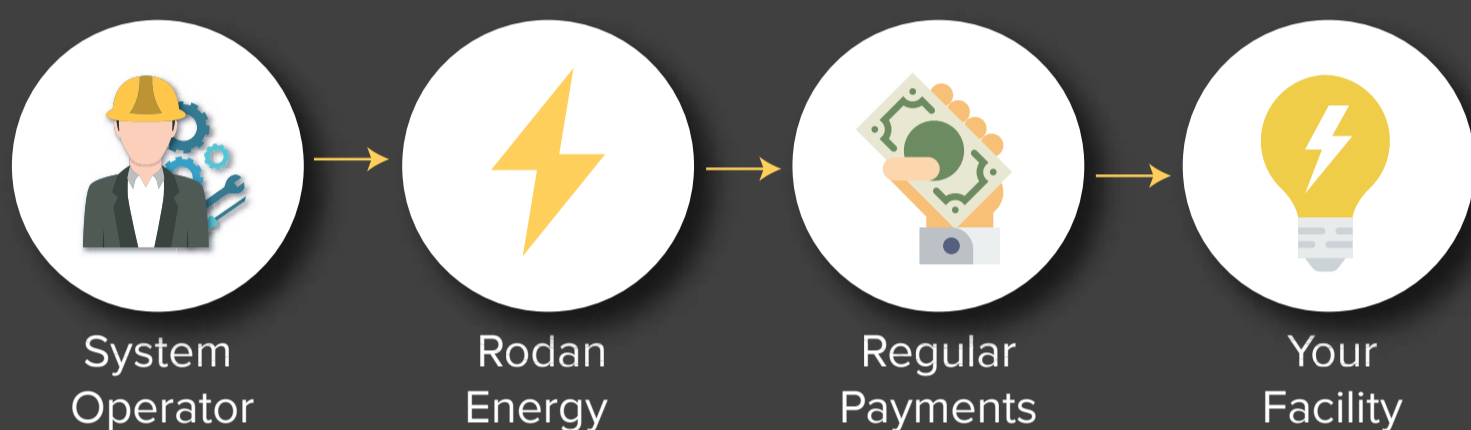
With the rising cost of energy, large commercial and industrial businesses are finding profit margins are becoming difficult to maintain. Many are eager to curb energy consumption and lower operating costs. With Demand Response, you can be compensated to reduce or shift your electricity use at peak times during periods of high stress on the grid.

WHAT IS DEMAND RESPONSE?

Demand Response is a load management program seeking to adjust the demand of energy instead of building new peaker-power plants. Demand response encourages energy conservation behaviors and returns savings to commercial and industrial business. Participants are paid to reduce or shift energy consumption during periods of peak demand across the system.



HOW DOES DEMAND RESPONSE WORK?



WHAT ARE THE BENEFITS OF DEMAND RESPONSE?



Managed
Rodan Energy manages the:

- Participation process
- Risk
- Enrollment
- Administration



Conservation

- Being green
- Conserve energy
- Not building energy peaker plants



Collect
Collect your new revenue stream for reducing energy



Save
Hedge against total energy spend



HOW AM I PAID FOR PARTICIPATING IN DEMAND RESPONSE?

Participants are paid for having their load capacity available and performing when dispatched.

DEMAND RESPONSE PROGRAMS



SUMMER
peaking

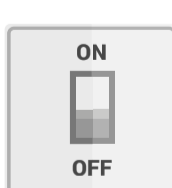
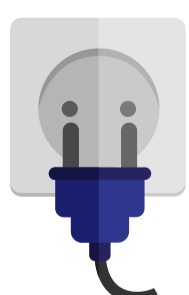
VS



WINTER
peaking

HOW CAN MY SITE PARTICIPATE WITHOUT DISRUPTING OPERATIONS?

In many cases, operations cannot simply disrupt their electricity use. Rodan Energy will provide a full curtailment audit and advise on how you can substantially curtail consumption without disrupting operations.



WILL THE SPECIAL EQUIPMENT BE TOO MUCH OF A HASSLE?

Equipment is not needed for everyone. Rodan Energy will evaluate your equipment and will advise accordingly as to what energy platform would be best for you.



GET STARTED TODAY!

www.rodanenergy.com/demandresponse
info@rodanenergy.com