

**FOR IMMEDIATE RELEASE**

## **The New York ISO Announces a Price Responsive Load Management Conference: An Opportunity to Reduce Demand in New York State Electric Markets**

March 13, 2001, Albany, NY... The New York Independent System Operator (NYISO) is sponsoring a 1-½ day conference on incentives to reduce electric demand for the summer of 2001. The conference is a collaborative effort of NYISO, market participants and the New York State Energy Research and Development Authority (NYSERDA).

The agenda will feature information on price responsive load programs for the wholesale electricity market, load management programs and initiatives offered through NYSEDA and new technologies for increasing demand response. According to William J. Museler, NYISO President and CEO, "This Conference will provide a wealth of knowledge on new NYISO demand response programs. In addition to wholesale and large retail electricity customers, we believe this clearinghouse of current information will also be invaluable to managers and executives from electric services companies and policy makers throughout the State."

"Price responsive load management is an emerging opportunity for electric customers to reap the benefits of the competitive electricity market by voluntarily reducing their electric load in response to rising demand and prices for electricity," said NYSEDA President William M. Flynn. "This workshop will provide customers with information about how to get involved in price responsive load management as well as what tools are available to assist them in doing so."

The conference will be held March 22 and 23 at the Crown Plaza Hotel in Albany, NY and registration information is available on the NYISO web site: <http://www.nyiso.com/services/calendar.html>

Formed as a part of the restructuring of the New York State electric industry, the NYISO is dedicated to the development of efficient and non-discriminatory competitive power markets while maintaining superior regional reliability of the NYS power grid.