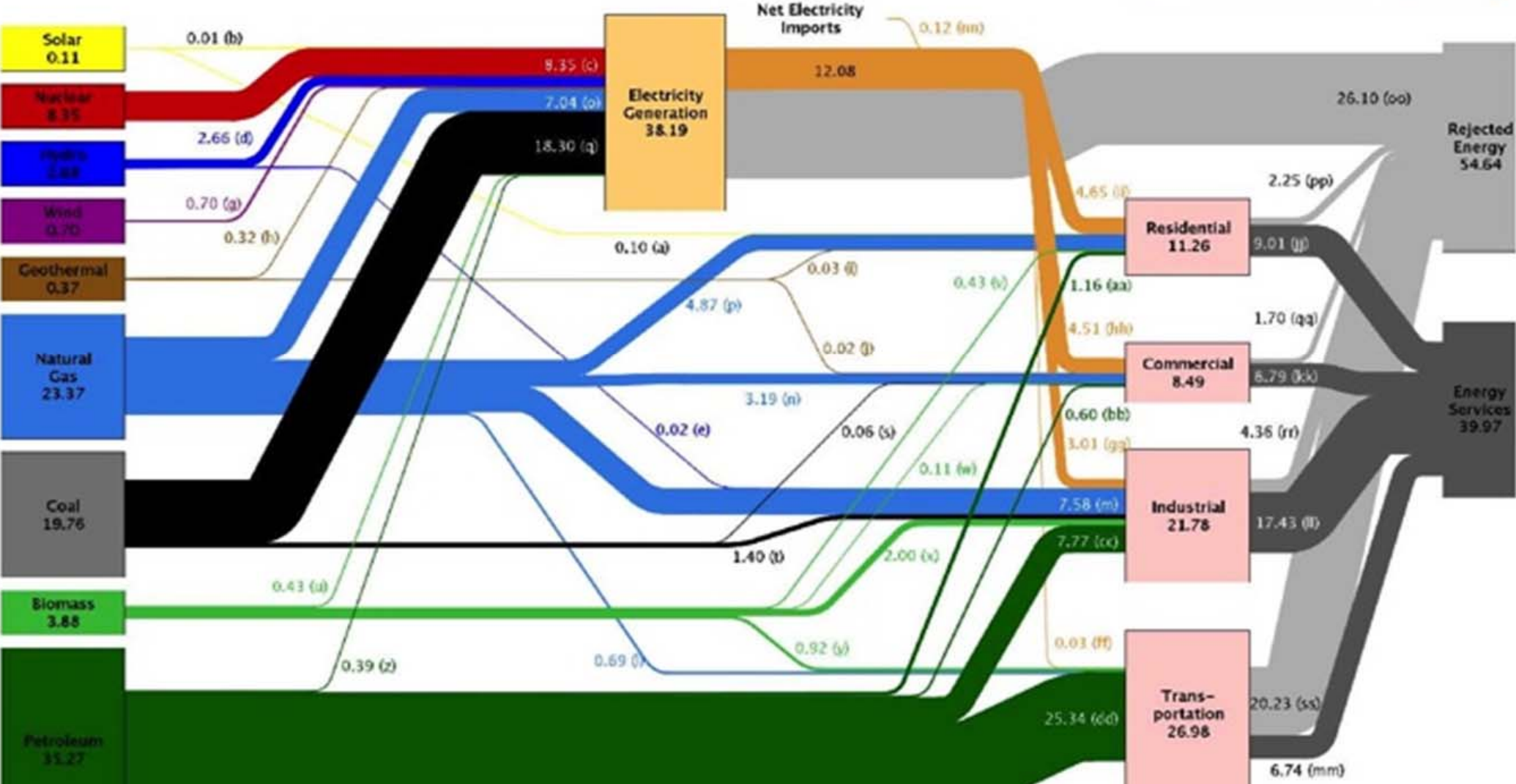
The background of the slide features a serene sunset or sunrise sky with soft, wispy clouds in shades of blue, purple, and orange. In the foreground, several wind turbines are visible, their three-bladed structures silhouetted against the colorful sky. The overall mood is clean, modern, and focused on renewable energy.

**GridWeek
2010
EV/Smart Grid
Integration
Washington, D.C.
October 21, 2010**

**Jon
Wellinghoff
Chairman
Federal Energy
Regulatory
Commission**

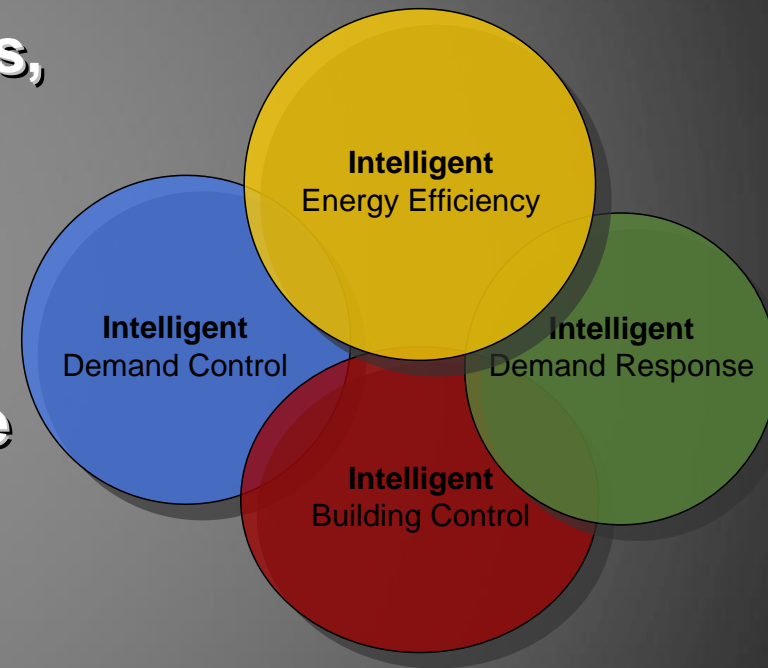
Current U.S. Energy Flows Is This Sustainable?

Estimated U.S. Energy Use in 2009: ~94.6 Quads



Smart Response Solutions

- Consumers have many cost effective opportunities to reduce total energy costs: Reduce peak demand charges, improve power factor, provide VAR support, consume less kWh, supply ancillary services, shift peak-time usage, harvest demand response programs, substitute traditional base load, etc...
- Smart Response, with end use loads at the user site enabled with two way communication, will allow these strategies to be implemented with little effort, risk, or discomfort. Wide scale adoption can be achieved.



Smart Response Challenges

- **Full Economic Compensation to Customers for Adoption of Smart Response**
Implementation at the Customer's site is the Biggest Hurdle to Full Scale Participation
- **Smart Response Must Also Improve Risk Management and Be Integral Rather Than Disruptive to Customer Business/Lifestyle**
- **Provision of Implementation Tools and Demonstration of Benefits Will Bring Customers and Capital to the Table**

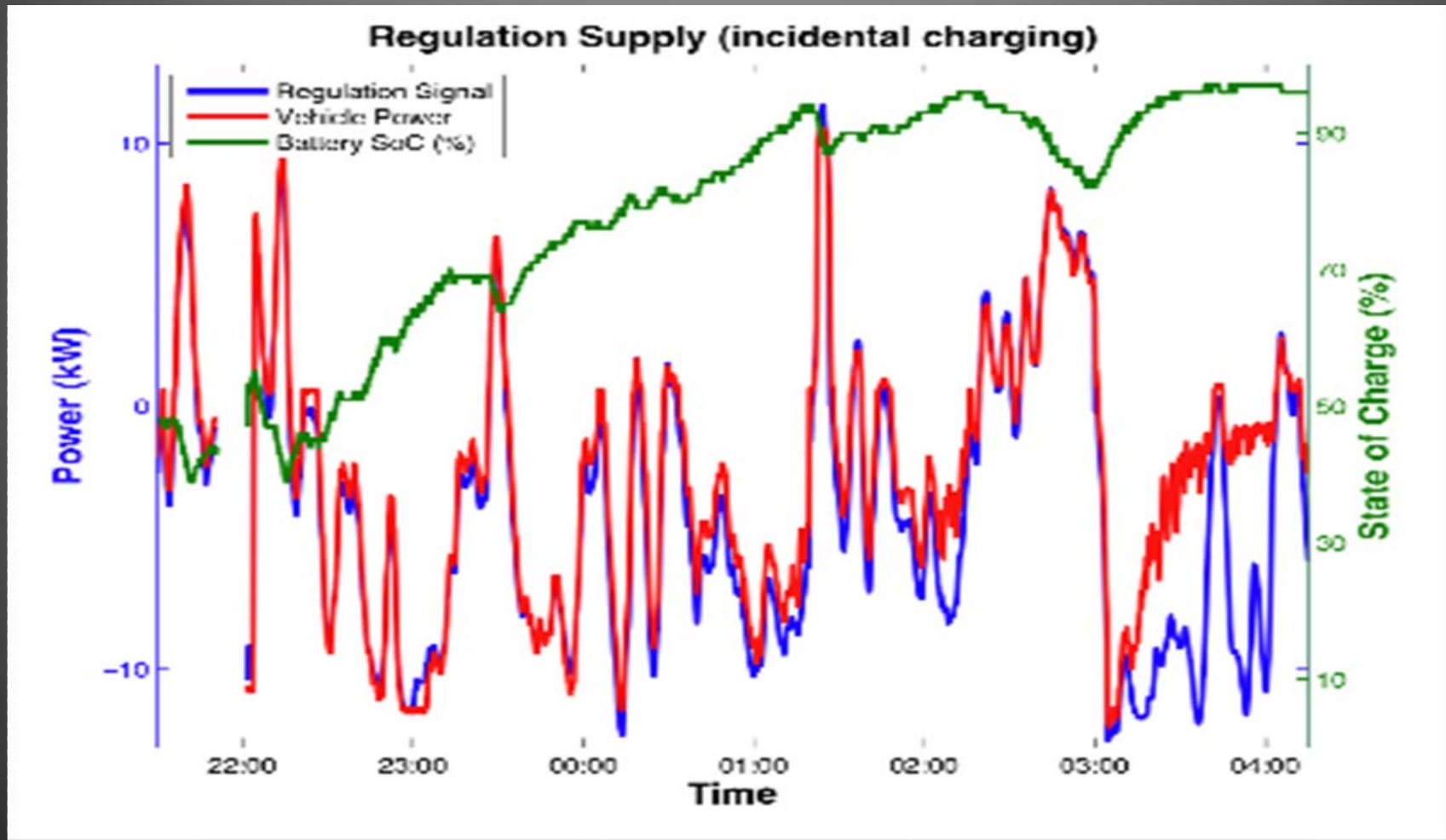




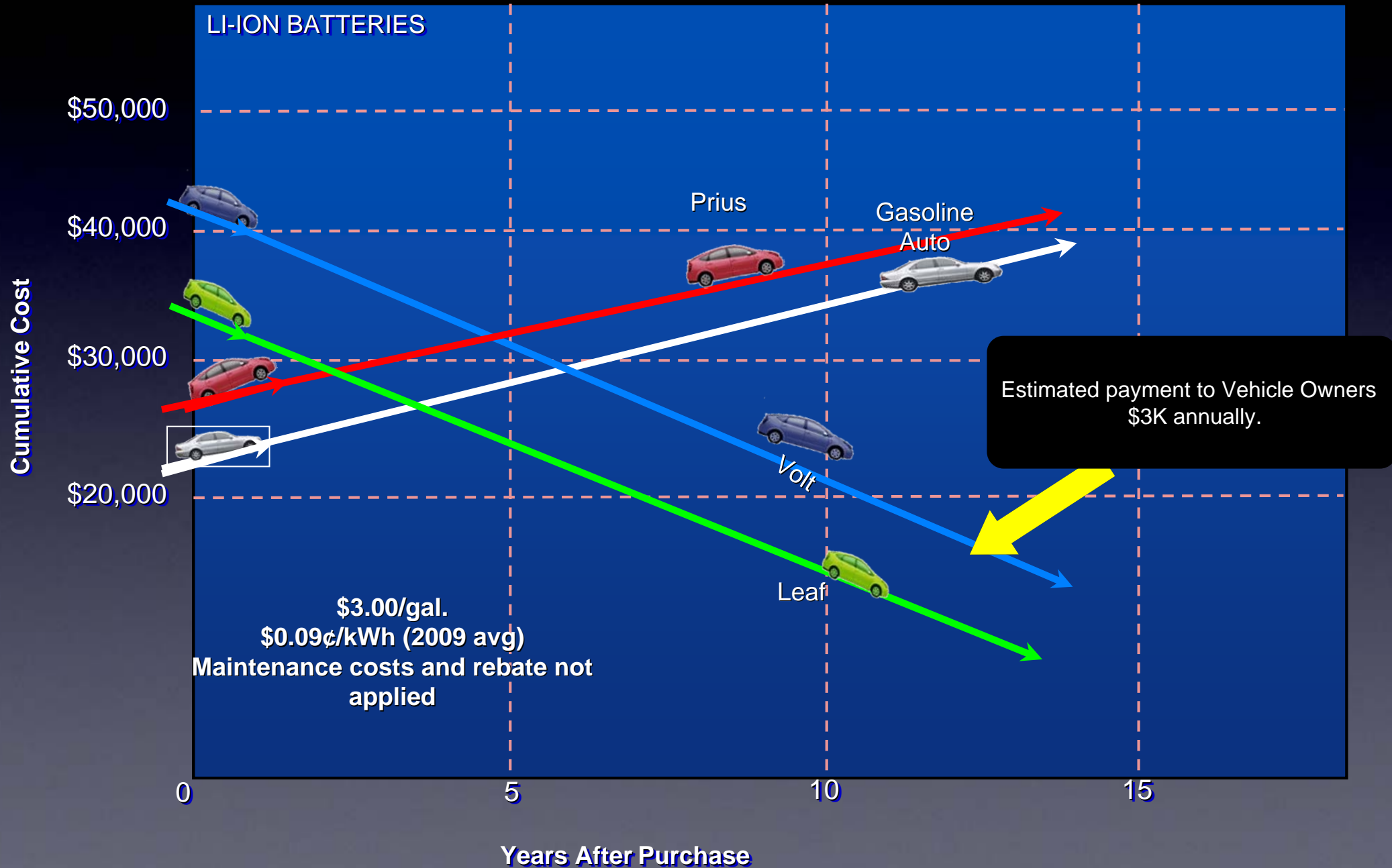
Demonstration of Regulation Services



Regulation Services While Charging



Regulation Services and the Cashback Car





**Thank
You!**