

New Opportunities for Controlling Energy Costs



Retailers spend almost \$20 billion annually on energy

Seeing Green by Being Green

Retail companies spend almost \$20 billion on energy every year, according to the U.S. Small Business Administration, and cutting energy costs by just 10 percent in the average full-line discount retail store can boost net profit margins by up to 1.55 percent. The same reduction in the average supermarket can mean up to a 16 percent increase in net profit margins. In today's stressed economy, what retailer wouldn't be interested in such bottom-line improvements? ConEdison Solutions offers electricity pricing plans and savings options to help your stores reach these goals and boost their environmental performance at the same time.

cutting energy costs by just 10 percent in the average full-line discount retail store can boost net profit margins by up to 1.55 percent

Energy options that meet your needs

In today's deregulated electricity markets, you have a choice in your electricity supplier—but the options can be confusing. ConEdison Solutions can help. We'll analyze your electricity usage and current market conditions to create a purchasing plan that meets your budgeting and risk-management goals. This could mean fixed pricing when energy costs are forecast to rise and a more variable indexed plan when costs are trending down. Sustainability part of your goals? You can specify whether you'd like a percentage of the electricity you purchase to come from renewable energy resources, which can be much more affordable than many realize. And, if you operate multiple properties, you can easily **choose an electricity pricing plan for individual stores separately or as a group.**

Providing integrated energy solutions that include:

- Energy Supply Pricing Plans
- Sustainable Energy & Services
- Energy Savings Performance Contracting
- Design-Build Construction Services

for commercial, industrial, federal, state and municipal government, healthcare and education markets.

States of Operation

- **C&I Electric Commodity:** CT, DE, IL, MD, MA, ME, NH, NJ, NY, PA, RI, TX, and D.C.
- **Energy Services:** Nationwide
- **Residential Electric Commodity:** CT, IL, MD, MA, NJ, NY, PA

Key Indicators

- **Peak Load Served:** Over 4,000 MW
- **Annual Revenue:** Over \$1 billion
- Ranked by KEMA as one of the largest retail electricity suppliers in the nation

President and CEO

Jorge J. Lopez

VP of Commodity Services

Richard Rathvon

Corporate Headquarters

100 Summit Lake Drive
Valhalla, NY 10595
Phone: 1.888.210.8899
Fax: 1.914.448.0057

Parent Company

Consolidated Edison, Inc. (NYSE: ED)

Generation Owner

ConEdison Development

Wholesale Energy

ConEdison Energy

New revenue opportunities with our demand response options

With ConEdison Solutions' Demand Response program, qualifying businesses can commit to reducing usage during high-demand/high-price periods (typically summer months), and earn payments in return. Adjusting lighting, or letting the sales floor temperatures rise one or two degrees can help reduce overall electricity grid demand and earn you payments, and retailers have proven they can do this without negatively impacting sales. Our customizable demand response offering makes these savings even easier to achieve, as you can choose to automate changes to lighting panels, thermostats or other equipment.

Go greener—for the environment and your bottom line

Sustainability is becoming an important element in many retailers' marketing efforts. Many customers are seeking more eco-friendly products and want to know that the stores they patronize are just as interested in sustainable approaches to business. According to the 2013 Retail Sustainability Report from the Retail Industry Leaders Association, cutting energy use (and related greenhouse gases) is the most common reported goal of those retailers with industry-leading sustainability programs. With the costs of renewable power declining, you can easily and cost-effectively reduce your business's environmental impact.

- **Call 1-800-316-8011** to speak with a commodity supply expert.
- Quickly and easily request a price quote for your electricity supply at: www.conedisonsolutions.com/quote
- **OR Kevin Martinsen**
914.286.7016
martinsenk@conedsolutions.com
- For general inquiries:
www.conedisonsolutions.com/contact

ConEdison Solutions is a leading energy services company that provides competitive power supply, renewable energy, sustainability services, and cost-effective energy solutions for commercial, industrial, residential, government, public school districts, and higher education customers.

ConEdison Solutions is a subsidiary of Consolidated Edison, Inc. (NYSE: ED), and part of a family of companies that is one of America's largest and longest-operating investor-owned energy companies. Con Edison, Inc.'s assets are valued at over \$41 billion.

Parent Company

Consolidated Edison, Inc.
(NYSE: ED)

Generation Owner

ConEdison Development

Wholesale Energy

ConEdison Energy

Virtual Generation for Real Revenue

Today's smarter electricity grid is creating new opportunities for many retailers to make money – not just save it – by turning their operations into “virtual” energy generation companies. Advanced software, like ConEdison Solutions' **VPower** system, can automate a facility's electricity demand reductions on short notice. As a result, that demand reduction can become every bit as valuable on the wholesale power market as the electricity produced by a power-generation company.

Unlike earlier demand-response programs, which were based on the needs of the electric utility or regional power-system operator, these new offerings capitalize on the economic opportunities available in the dynamic electricity markets today. Now, demand reduction can compete on an equal playing field with electricity generation. As a result, qualifying commercial customers can earn the same revenue for reducing their electricity consumption that a generator earns for increasing its electricity production.

ConEdison Solutions calls this service offering **Virtual Generation**. Our specialists work with customers to understand their current electricity usage and identify areas where energy use might be optimized, based on market signals. The result is a turnkey solution tailored to a large retailer's specific business needs that can provide double the bottom-line benefit of old-school demand-side management programs. Lower electricity use will mean lower electricity bills, plus participants receive payments based on the market value of their reduced electricity demand.

