March 31, 2010

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Dear Jim and Scott,

Comverge is pleased to submit its third Annual Report of the ComEd Residential Real-Time Pricing Program, as mandated by Section 16-107.

We look forward to working with you in the future.

Thank you.

Sincerely,

Katie Papadimitriu
Comverge, Inc.

Germaine Dunker
Comverge, Inc.

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The Power in Power Technology.

ComEd Residential Real-Time Pricing Program
2009 Annual Report

Comverge, Inc.
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March 31, 2010

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1 Introduction

1.1 Executive Summary

This report summarizes and details key metrics and results from the third year of the Commonwealth Edison ("ComEd") Residential Real-Time Pricing Program ("ComEd RRTP" or "RRTP Program"). Although the RRTP Program officially began on January 2, 2007, Comverge did not begin operations until April 1, 2007. Throughout Comverge's first three years administering the RRTP Program, information related to the Participants' energy usage and bill savings was collected and analyzed. Among the key findings from this 2009 data are:

- 95% of RRTP Participants saved money in 2009 compared to what they would have spent if they had remained on ComEd's fixed-price rate instead of RRTP, assuming the same electricity consumption.
- During the course of 2009, 8,007 residential customers were enrolled in the ComEd RRTP Program at some point in time.
- In 2009, RRTP Participants collectively saved more than $1,485,000, or 19%, off their total electricity bills.
- The average Participant reduced their electric bill by 15% in 2009 compared to what they would have spent if they had remained on ComEd's fixed-price rate instead of RRTP, regardless of how much time the Participant was enrolled in the RRTP Program.
- Those Participants who had been in the RRTP Program for a full 12-month period (January 2009 – December 2009) also reduced their electric bill by 15% in 2009.
- Between 2007 (when the program began) and 2009, RRTP Participants collectively saved more than $1,965,900, or 13%, off their total electricity bills.
- The average Participant reduced their electric bill by 12% between 2007 (when the program began) and 2009 compared to what they would have spent if they had remained on ComEd's fixed-price rate instead of RRTP, regardless of how much time the Participant was enrolled in the RRTP Program.

Comverge also retained the Load Guard Automated Price Response Service ("Load Guard") for the 2009 cooling season. In addition to bill savings data, other key findings are presented in this report, including statistics related to marketing, environmental impacts, and potential effects on the market as a whole.

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1.2 Report Introduction and Layout

The report is tailored to describe many of the key findings from the operation of the RRTP Program in 2009. The report also provides information regarding much of the underlying data that plays a key role in how the Program progresses, including data on pricing, enrollment, WattSpot.com ("WattSpot") usage, and weather statistics. Section 2 provides a general description of the ComEd RRTP Program. Section 3 describes how price notifications and alerts were implemented and operated. Customer bill savings calculations are an important metric for customers enrolled in the Program. In Section 4, customer bill savings data is analyzed to provide summary statistics regarding different subsets of the enrolled population. Section 5 includes information about customer usage of the WattSpot, where Participants are able to see their billing information, view hourly pricing information, and learn more about the RRTP Program. Section 6 summarizes the results of many of the 2009 marketing efforts, including test promotions. Section 7 provides a brief analysis of weather data from 2009. Section 8 concludes with a summary of 2009 and key recommendations for 2010. Finally, the annual financial audit, as required by the Illinois Commerce Commission's Final Order in ICC Docket No. 06-0617, will be sent separately.

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2 Program Description

2.1 ComEd RRTP Program

As mandated by Illinois law, ComEd's current RRTP Program is an outgrowth of a residential billing experiment that ComEd conducted between 2003 and 2006.

For the current RRTP Program, hourly prices established by PJM (the regional transmission organization ("RTO") to which ComEd belongs) for the ComEd Zone, listed in Eastern Prevailing Time, are available on PJM's website. Additionally, Comverge provides indicative hourly energy prices on WattSpot.com on a day-ahead basis in the form of twenty-four hourly energy prices beginning with the 11:00 p.m. hour of the present day to 11:00 p.m. of the following day. Indicative real-time hourly energy prices are posted on the website once the hour ends. In the meantime, Comverge provides day-of pricing in PJM's five-minute intervals. These prices are posted in a publicly available banner on WattSpot.com. Participants can also obtain pricing by contacting the Comverge Call Center. These hour-ending prices flow into the Hourly Energy Supply Charges as per ComEd's Rate BESH.

Upon enrolling, RRTP Participants agree to pay an additional monthly $2.25 Participation Fee (which essentially is a reduced meter lease fee for the special metering required for hourly pricing that is assessed to Participants in RRTP in addition to the standard monthly meter fee). Participants also agree to remain in the RRTP Program for at least twelve (12) consecutive months, as required in Section 16-107(b-5). These two requirements are set forth in the Commission's Final Order in ICC Docket No. 06-0617.

Under the current ComEd RRTP Program, Participants' "Electricity Supply Charge" is the actual real-time hour-ending PJM wholesale price. In addition to the $2.25 meter Participation Fee and the Electricity Supply Charge, Participants pay a Customer Charge, a Standard Metering Service Charge, a Distribution Facilities Charge, a Transmission Services Charge, a Miscellaneous Procurement Components Charge, and a Capacity Charge. Other generally applicable charges also apply (e.g., taxes, franchise cost additions, etc.).

The ComEd RRTP Program is available to all ComEd residential customers. Through a combination of intuitive and easy enrollment, coupled with rich online help and education tools, the goal is to enroll the vast majority of Participants through this self-service enrollment method. Although online enrollment is the preferred enrollment method, residential customers can also enroll by returning certain enrollment authorization forms or by contacting the Comverge Call Center.

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Figure 2-1 shows the percentage of Participant enrollment in the RRTP Program by type since its inception, as-of January 2010. As evidenced below, return authorization forms (i.e. "Reply Cards") and online enrollments (i.e. "Web Signups") are the preferred enrollment options.

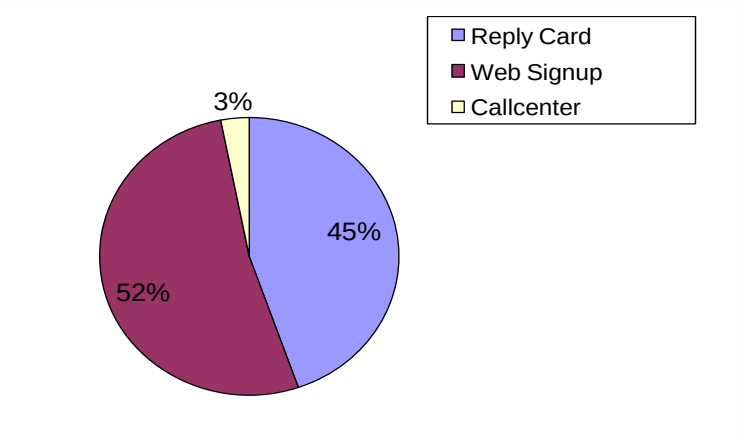

Figure 2-1: RRTP Enrollment by Signup Source Since Program Inception

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Key features of the ComEd RRTP Program are:

- A robust web portal, www.WattSpot.com, acts as the central access point for all outreach, education, enrollment, online bill comparisons, and other innovative energy-used management tools that ultimately drive behavior changes that create a deeper understanding of the importance of real-time pricing, and those that improve grid reliability and preserve our natural environment.
- Online and phone-based automated control mechanisms to temper the effects of rapid price spikes in volatile wholesale market conditions.
    - Access to day-ahead hourly pricing schedules after 3:30 p.m. CT.
    - Access to hour-ending prices and 5-minute real-time pricing intervals.
    - Predicted Day-Ahead Price Notifications via email, SMS text message, or automated phone calls.
    - Real-Time Day-Of Price Alerts via email or SMS text message.

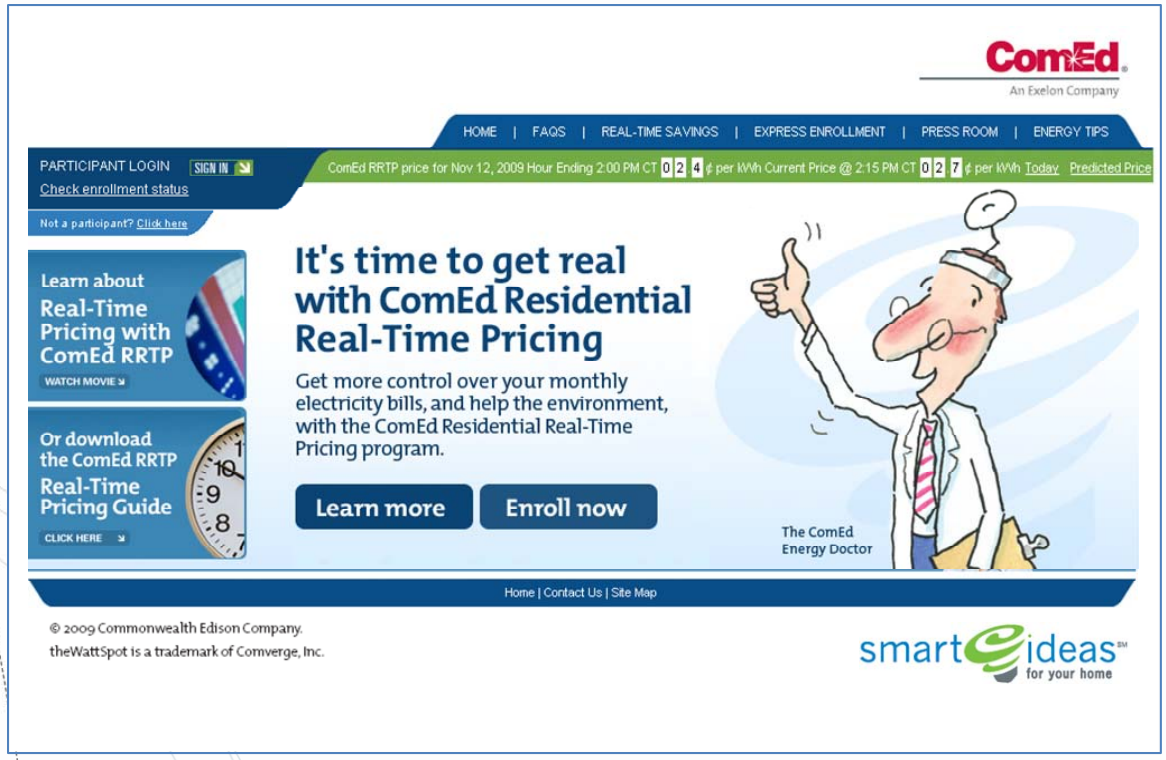

Figure 2-2 WattSpot.com Home Page

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3 Price Notifications and Alerts

3.1 Price Thresholds

For the ComEd RRTP Program, Comverge notifies Participants of high prices on a day-ahead basis and on a real-time basis. At all times, predicted prices (after 3:30 p.m. CT) and real-time day-of hourly prices are always available at www.WattSpot.com or by calling 1-877-WATTSPOT (1-877-928-8776).

If a day-ahead hour-ending price clears at or exceeds 14 cents per kWh in PJM's Day-Ahead market for the ComEd zone, Comverge notifies all RRTP Participants after 3:30 p.m. CT. By default, Comverge disseminates these Predicted Day-Ahead Price Notifications via email but Participants can elect to receive them via SMS text message or automated phone call. Comverge also activates a "Predicted High Price Notification" banner on the front page of WattSpot. This banner remains active from around 3:30 pm CT until the end of the next day.

Real-Time Day-Of Price Alerts are disseminated via either email or SMS text message. This Alert is triggered when the prices for six (6) consecutive five-minute PJM Locational Marginal Price ("LMP") intervals reach or exceed a particular price threshold. Participants received Real-Time Day-Of Price Alerts when prices reached or exceeded either 10 cents per kWh or 14 cents per kWh.

As noted above, the thirty-minute threshold is based upon six consecutive five-minute intervals reaching or exceeding the price threshold. Participants are only actually notified when six consecutive five-minute intervals reach or exceed the specific price threshold. Since Comverge does not know if an hour has reached a threshold with certainty until after the hour has occurred, Participants are notified when six consecutive five-minute intervals above a threshold have occurred. This algorithm seeks to strike a balance between minimizing "false" notifications and giving the customers enough time to take advantage of adjusting usage during a high price period. A "false" notification is considered a notification that was triggered by the algorithm when the actual hourly price averaged below the intended threshold. If Comverge reduced the number of intervals needed to trigger the alert, notification frequencies will increase and the number of "false" notifications will also increase. The positive outcome of doing so is that Participants would have more time to take advantage of adjusting behavior during high price periods. False notifications may not be a problem if Participants are willing to tolerate additional messages.

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Figure 3-1 shows the number of hours for which different price thresholds were met in 2009. One (1) Predicted High Price Notification was disseminated in 2009.

	Real Time		Day-Ahead	
Month	**$0.10**	**$0.14**	**$0.10**	**$0.14**
January	13	2	0	0
February	4	0	0	0
March	0	0	0	0
April	0	0	0	0
May	0	0	0	0
June	4	0	0	0
July	0	0	0	0
August	3	0	0	0
September	1	0	0	0
October	0	0	0	0
November	0	1	0	1
December	7	1	0	0

Figure 3-1 Number of Hours for which Price Thresholds were Met

As noted earlier, Load Guard is a service by which RRTP Participants are equipped with a Direct Load Control (DLC) switch that is attached to the compressor of their central air conditioning unit. The switch curtails the Participant's air conditioning load when the specific real-time price threshold is reached. In order to enroll in Load Guard, RRTP Participants must first enroll in ComEd's Central Air Conditioning Cycling (formerly known as "Nature First") program[1]. By the end of 2009, a total of 718 Participants had enrolled in Load Guard. This program allows customers to automatically alter their electricity usage without any behavior adjustments on their part. Figure 3-2 shows the frequency of Load Guard events, by month, in 2009.

[1] ComEd's Nature First program was renamed "ComEd's Central Air Conditioning (AC) Cycling" during 2008. In order to maintain continuity with the 2007/2008 Report, we use the terms interchangeably herein.

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Month	Load Guard Activations (Cents/kWh)	
	10 cent/kWh	14 cent/kWh
May	0	0
June	1	0
July	1	0
August	2	0
September	0	0

Figure 3-2 Load Guard Activations by Month

3.2 Price Frequencies for 2009

Figure 3-3 shows the cumulative price frequencies for the hourly average prices in 2009 for the ComEd zone. 2008 statistics are shown for comparison. The chart shows that the hourly price exceeded 4 cents per kWh about 19% of the time (compared to 57% in 2008). This chart also accounts for all hours of 2009, including night hours, which typically have lower prices.

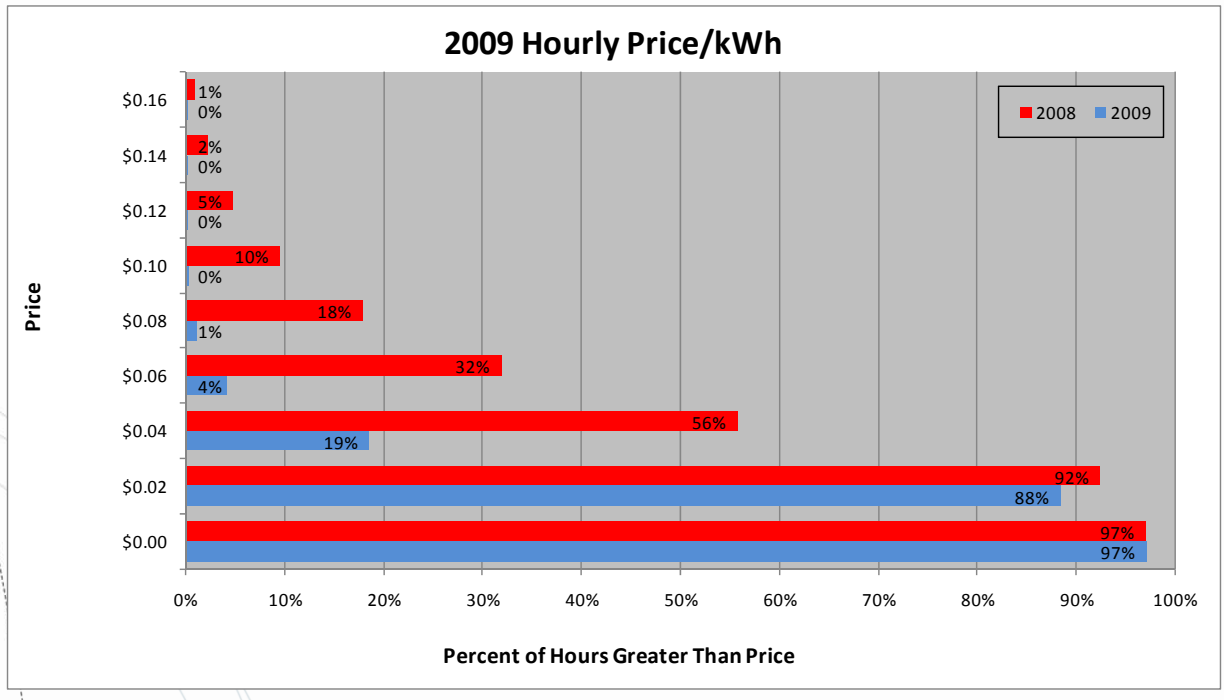

Figure 3-3 Percent of Hours in 2009 with Prices Above Given Levels

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Figure 3-4 shows the same data but arranged into 2-cent bins. The chart shows that the highest priced five bins – for those prices above 6 cents per kWh – account for less than 4% of all annual hours, compared to 31% in 2008. These frequencies are important because they instruct our identification of appropriate price thresholds for high price notifications and alerts. The balance of the frequency of notifications and alerts, on the one hand, and desired behavioral changes, on the other hand, is critical to maintaining Participants' satisfaction while meeting program goals and objectives.

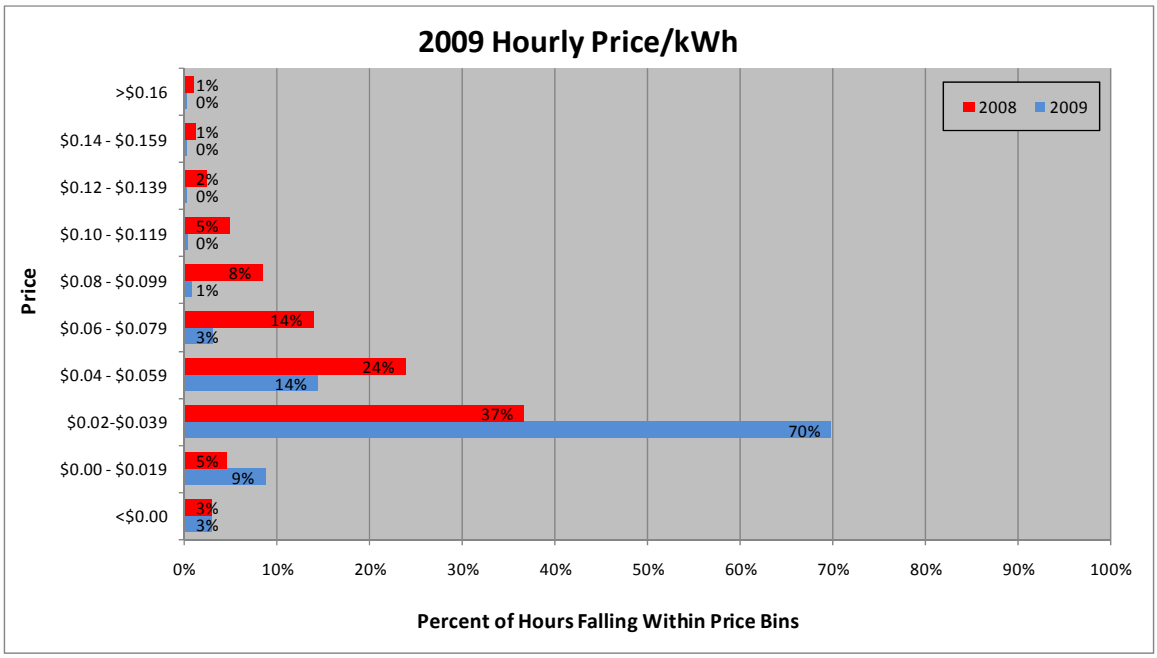

Figure 3-4 Percent of Hours in 2009 within Given Price Bins

4. Customer Bill Savings

This section summarizes Participants' billing data obtained from ComEd. Section 4.1 provides summary charts of the savings distribution for all Participants enrolled in the RRTP Program. Section 4.2 further analyzes the savings data to assess which group of Participants is best suited to achieve higher levels of savings. We then provide marketing recommendations for future years.

Figure 4-1 shows key savings statistics summarized for different Participant types. These Participant types include All Participants, Pilot Participants[2], and ComEd Central AC

[2] Participants who have been enrolled in the RRTP Program since the first month (January 2007) are classified as "Pilot Participants."

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Cycling Participants. The table provides summary statistics for total bill savings in dollars and as a percent of what the total fixed-price rate bill would have been. Participants saved an average of 15%, which amounted to $185.48 per Participant. ComEd Central AC Cycling Participants saved an average of 17% compared to 15% for Non-ComEd Central AC Cycling Participants. Non-Pilot Participants saved an average of 15% compared to 17% for Pilot Participants.

		2009 Participant Type				
		All	Pilot	Non-Pilot	ComED Central AC Cycling	NON ComEd Central AC Cycling
Yearly Bill Savings	Average	$185.48	$232.41	$181.66	$220.97	$184.71
	Standard Deviation	$216.59	$317.86	$205.72	$200.17	$217.81
	Minimum	($225.50)	($52.33)	($225.50)	($57.95)	($225.50)
	25th Percentile	$64.57	$86.60	$62.12	$96.715	$63.63
	Median	$138.43	$151.28	$137.02	$185.17	$136.86
	75th Percentile	$245.63	$273.17	$243.97	$290.44	$244.42
	Maximum	$6,680.55	$5,422.60	$6,680.55	$2,246.18	$6,680.55
	Customer Count	8,007	603	7,404	718	7289
Yearly Bill Percent Savings	Average	15%	17%	15%	17%	15%
	Standard Deviation	9%	8%	10%	7%	10%
	Minimum	(179%)	(18%)	(179%)	(20%)	(179%)
	25th Percentile	11%	12%	11%	14%	11%
	Median	17%	17%	17%	18%	17%
	75th Percentile	21%	21%	21%	21%	21%
	Maximum	36%	35%	36%	35%	36%

Figure 4-1 Savings Statistics by Customer Class

4.1 All Participants

Figure 4-2 shows the distribution of cost savings overall in 2009 for all Participants enrolled in the RRTP Program. The average savings were $185.48 per Participant.

Approximately 5% of Participants had less than zero dollars or negative savings in 2009. These Participants tended to use less electricity than other Participants, which may indicate that the $2.25 RRTP Participation Fee might be too high of a hurdle to

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overcome. Indeed, for the Participants who did not save money in 2009, the average monthly **increase** over fixed-price rate was $2.87 per month. Figure 4-2 shows the distribution of percentage savings overall for all Participants, and Figure 4-3 shows the same distribution for Participants who were on the program for the entire year. The average Participant saved 15% during the time they were enrolled in 2009. Participants who did save money experienced an average **decrease** of $20.05 per month.

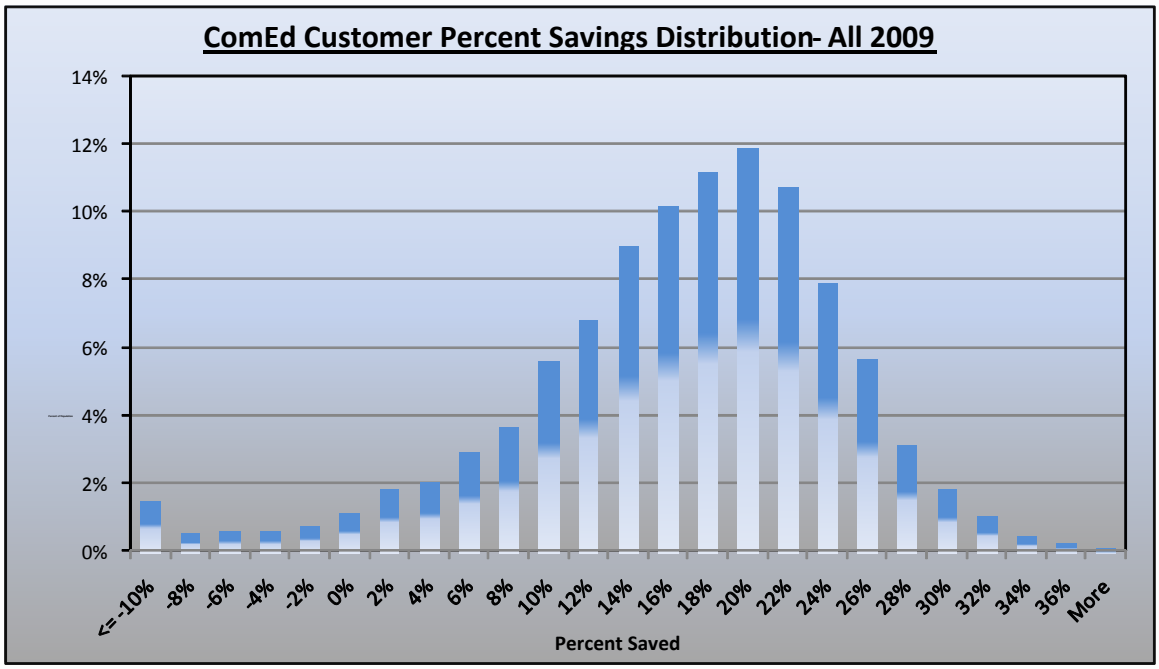

Figure 4-2 Percent Savings Distribution for All Participants

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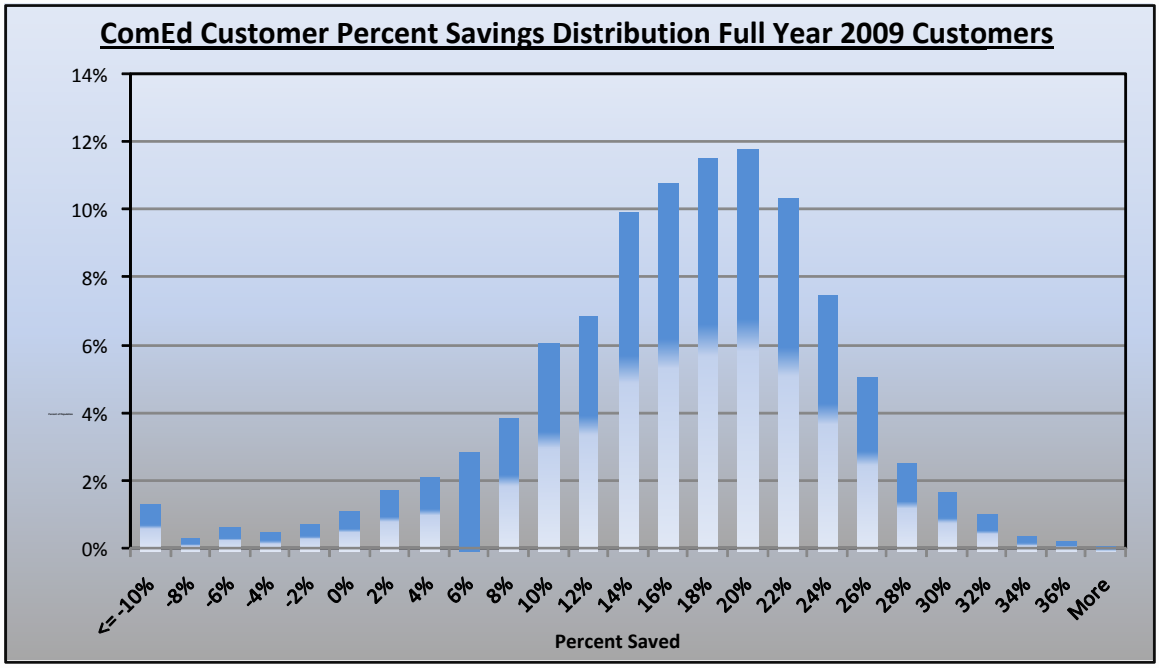

Figure 4-3 Percent Saved Distribution for Full-Year Participants

4.2 Central Air Conditioning Cycling (formerly Nature First) Participants

Participants enrolled in the Nature First program had savings figures similar to the overall program. Figure 4-4 is a histogram of the savings percentages for Nature First customers. It can be seen that the general shape is the same as the overall program savings, but somewhat "tighter" in that there are noticeably less customers at the extreme ends of the savings axis. This is quantified by a lower standard deviation of savings (7% compared to 9% overall) and a tighter middle 50% (14% to 21% compared to 11% to 21% overall). Nature First customers also saved 17% on average, compared to the 15% savings overall.

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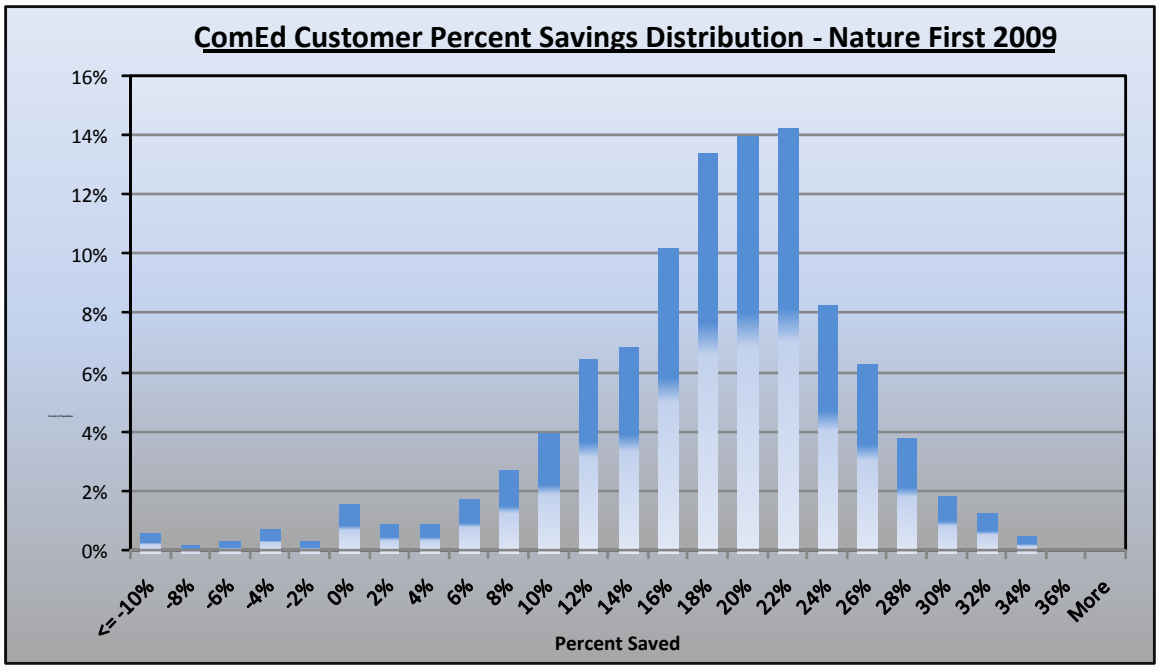

Figure 4-4 Percent Saved Distribution for Nature-First Participants

4.3 Pilot Participants

Participants who have been enrolled in the RRTP Program since the first month (January 2007) are classified as "Pilot Participants." There are just over 600 customers in this subset for 2009. Like Nature First Participants, Pilot Participants saved 17% on average, which is higher than the 15% average savings overall. The histogram of pilot Participant savings is shown in Figure 4-5. This histogram is very similar to the overall percent saved distribution (Figure 4-2).

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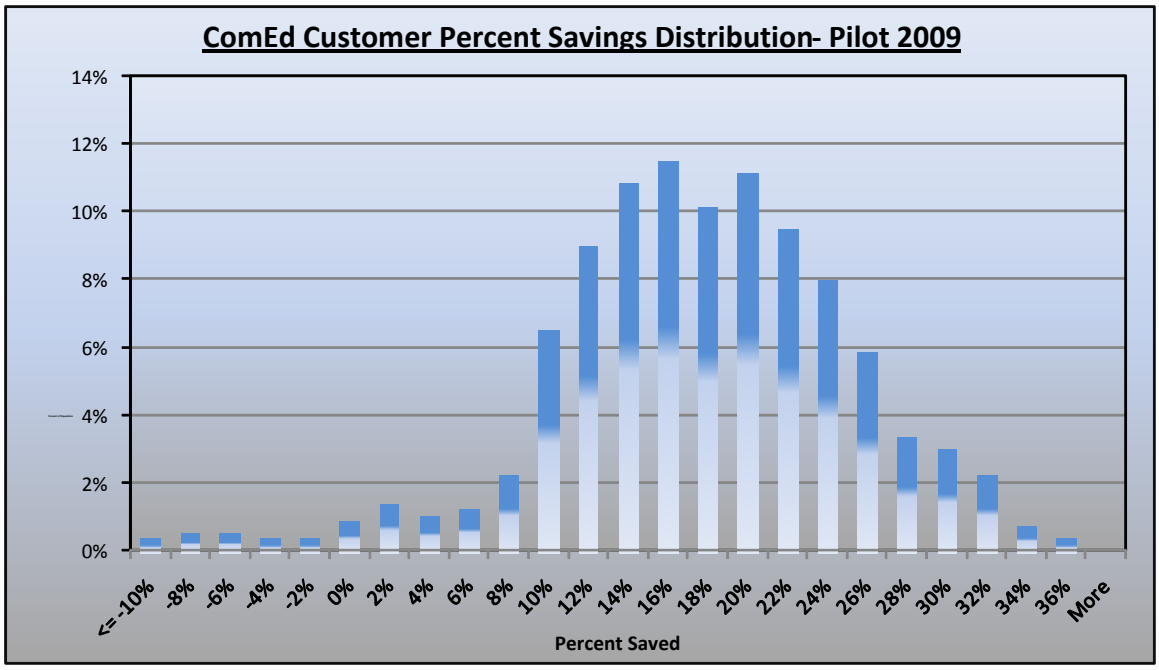

Figure 4-5 Percent Saved Distribution for Pilot Participants

4.4 Further Analyses

Figure 4-6 gives information about Participants with low savings by grouping the Participants into two groups: those who had negative (<0%) savings, and those who had 0%-5% savings, categorized into bins by the size of what their average fixed-price rate bill would have been. The chart shows that Participants whose average bill was less than $40 per month were also the most likely to have negative or low savings as a percentage of their bill. As the fixed-price rate bills increase, the savings potential also substantially increases. Those Participants with average bills greater than $120 saved, on average, 23% in 2009. Figure 4-7 further shows this point. As monthly fixed-price rate bill increases, the savings percentage also increases. This follows logically since those with the highest usage also have the most ability to alter their electricity usage, and thus the highest potential savings.

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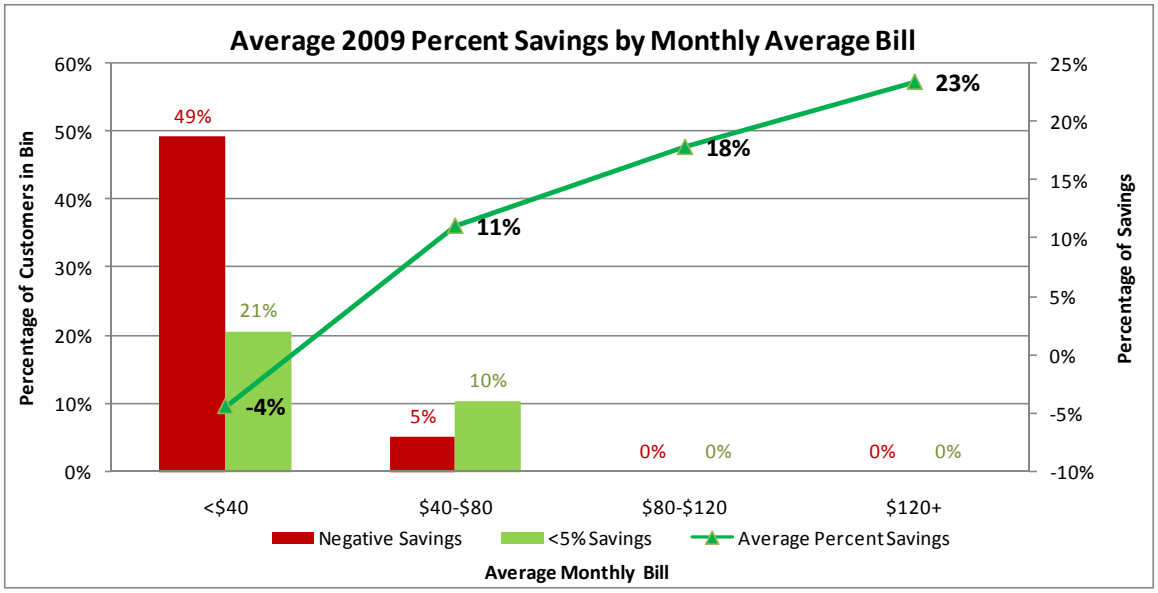

Figure 4-6 Percent Saved Statistics by Fixed-Price Rate Bill

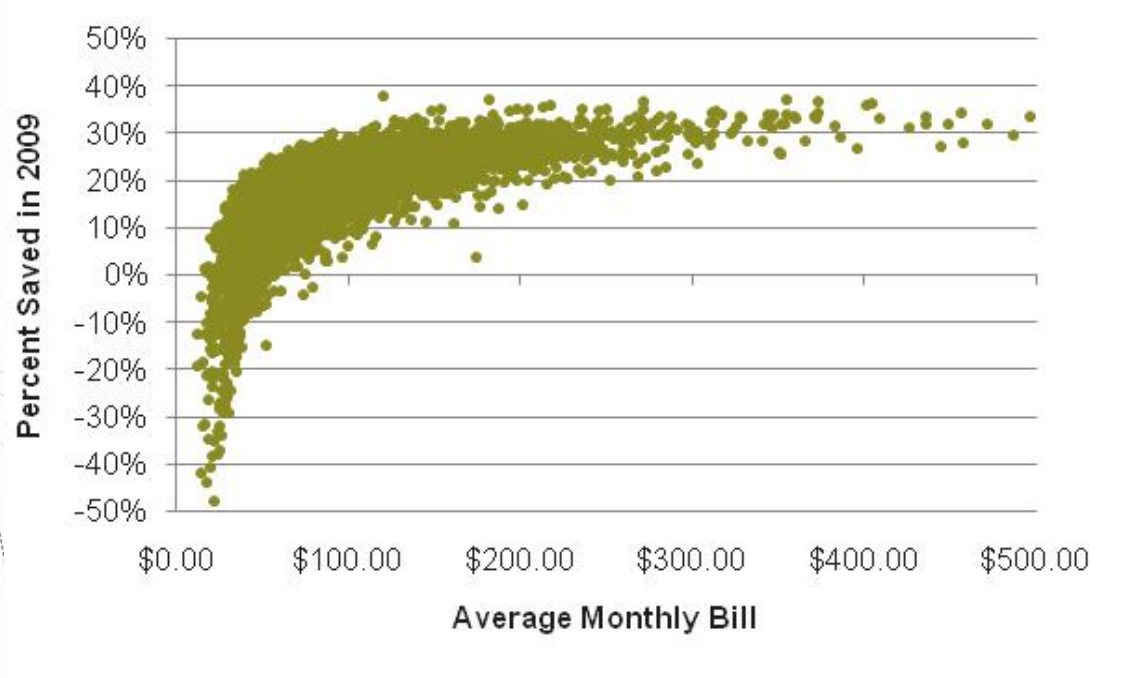

Figure 4-7 Percent Saved vs. Average Monthly Bill

In Figure 4-8, we have shown a comparison of the daily maximum real-time rates for 2008 and 2009, from January through December of each year. For each day, the

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maximum rate of the day is plotted. This chart demonstrates how much lower the real-time hour-ending prices were in 2009 as compared to 2008.

One notable point made by Figures 4-6 through 4-8 is that, for Participants with average monthly electricity bills greater than $80, 0% saved less than 5%. This information, in tandem with that of Figure 4-8, leads to the hypothesis that the lower RRTP hour-ending prices permitted Participants to save money just by participating in the RRTP Program, without changing their electricity consumption patterns. This theory is further buttressed by the fact that 2009 RRTP hour-ending prices were lower than 2008 prices about 87% of the time. This can be visualized in Figure 4-8.

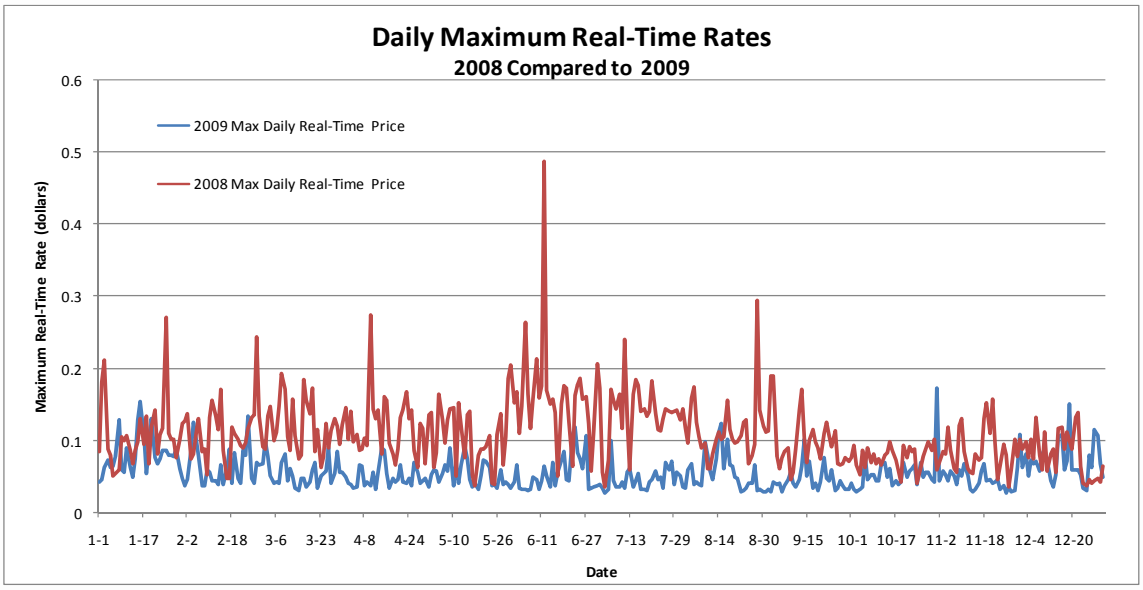

Figure 4-8 2008 and 2009 Daily Maximum Real-Time Hourly Prices

5 WattSpot Metrics

Comverge maintains a program website, WattSpot.com, as the primary method for communicating with Participants.

For the entire calendar year of 2009, WattSpot experienced 190,824 visits. Of these, roughly 72% were direct traffic visitors (who typed the URL directly into the browser rather than clicking through some other link to reach our page), about 10% were from referring sites, and about 18% were from search engines. The most viewed pages were the Real-Time Savings page (8.80%), the landing page of WattSpot (4.24%) and the FAQ page (2.49%). RRTP Participants were also able to logon to WattSpot and view their monthly electricity usage and bill comparisons. In 2008, 1,425 unique users of the 6,019 total users logged in to WattSpot, which means about 24% of Participants logged in to

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utilize the bill comparison tool in 2008. In 2009, 1,644 (or 21%) of 8,007 Participants logged in to the program website.

Login Date/Time	Session Count	Distinct User Count	Login Date/Time	Session Count	Distinct User Count
2008	9,927	1,425	**2009**	**9,318**	**1,644**
December	591	309	December	730	400
November	564	353	November	626	361
October	648	390	October	674	396
September	630	343	September	636	373
August	897	457	August	768	420
July	1,255	603	July	922	435
June	1,179	561	June	958	478
May	895	463	May	845	469
April	834	444	April	988	560
March	864	427	March	712	390
February	790	352	February	735	394
January	780	312	January	724	363

Figure 5-1 Visits to the Wattspot.com website

According to a Participant survey conducted in 2009, 88% of the participants who accessed the Online Bill Comparison Tool found it to be useful. However, some Participants did express concern about the rigidity of the online bill comparison tool. Specifically, Participants wish to analyze their electricity usage in intervals longer than the billing cycle. For example, Participants would like to be able to review three (3) or six (6) months at a time. We recommend that ComEd work with its third-party vendor to provide more flexibility in the bill comparison tool. This was a recommendation in the previous annual reports.

6 Analysis of Marketing Efforts

6.1 General Marketing Efforts

In this section, we discuss the 2009 marketing campaign, enrollment, program branding, and program design.

Comverge conducted promotional activities to several target groups. In 2009, Comverge disseminated 4,200,000 bill inserts and 856,000 direct mail pieces.

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Direct mail was suspended from June through August. Direct mail pieces in the first half of 2009 targeted college-educated with above average incomes in specific zip codes as well as AC Cycling customers. All direct mail pieces in the latter half of 2009 targeted customers with average electricity bills of $120 a month or higher. Current participants with average electricity bills of $120 a month or higher have shown to be able to save money on the RRTP program even during times with volatile hourly prices. The direct mail piece included a graph showing the average monthly savings incurred on the program in 2007-2008 of current RRTP Participants with average electricity bills of $120 or higher.

In 2009, the majority of RRTP Participants were college-educated with above average incomes, dual earners, and exhibited an older family skew (school-aged children and teenagers). These Participants tend to own the biggest homes with the most rooms and lowest average number of persons per room. These Participants experienced the largest potential for savings in 2009.

Many RRTP Participants were top business executives, such as business managers, financial, and health care professionals. Additionally, many older families on fixed incomes also enrolled in the RRTP Program.

6.2 Special Test Promotions

During the 2009 season, we tested two special promotions offered to a random sample of ComEd customers. These included a $100 incentive offer and a free thermostat offer. The test plans and results are described below:

The first ComEd incentive offered customers $100 for signing up in the RRTP program. This incentive was marketed as direct mailers and sent to 6,000 prospective Participants with average fixed-price rate electricity bills greater than $120 per month.

Out of the 6,000 prospective Participants that received direct mailers, 65 (or 1.08%) enrolled in the RRTP program. This is higher than the average Direct Mail ("DM") response rate of 0.27%. In fact, the highest response rate achieved by a DM occurred after a 2007 campaign targeting AC Cycling customers, which yielded a response rate of 1.01%. However, the 1.08% response rate is still insignificant in determining whether customers responded better to the $100 promotion than any other DM promotion. Some reasons why customers may not have taken advantage of the $100 promotion are:

- The uncertainty of perhaps losing money on the RRTP Program overshadowed the $100 incentive.
- Customers are wary of a 12-month commitment to a program that does not guarantee savings.

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- Mention of a required meter installation and meter lease fee (i.e., the $2.25 per month Participation Fee) in the DM might have deterred prospective customers from enrolling in the RRTP Program.

For a limited time, free smart thermostats were made available to 2,000 prospective RRTP customers in the second test promotion. Direct mailers were sent to prospects the end of August 2009, and the promotion ended on November 1, 2009. Both direct mailers targeted customers with an average monthly bill greater than $120. Included with the free thermostat is access to a secure website where customers can program their thermostat via the internet.

Of the 2,000 prospective customers who received direct mailers, only 3 signed on to the program, for a response rate of 0.15%. This is lower than the average direct-mail response rate of 0.27%. Because of the low response rate, we cannot draw conclusions about whether a free thermostat encouraged more customers to sign up or not.

For more information about the smart thermostat test promotion, please see CNT Energy's RRTP Program 2009 Supplemental Annual Report.

7 Weather Data

Energy usage is highly dependent on the weather. Extremes in weather patterns may often result in extremes in hourly price data. Figure 7-1 shows a scatter plot of the hourly prices in the ComEd zone versus the hourly temperatures recorded at O'Hare Airport in 2009. The black line represents a polynomial fit to the data. This line shows that hourly prices are highest at the temperature extremes and lowest at around 60 degrees.

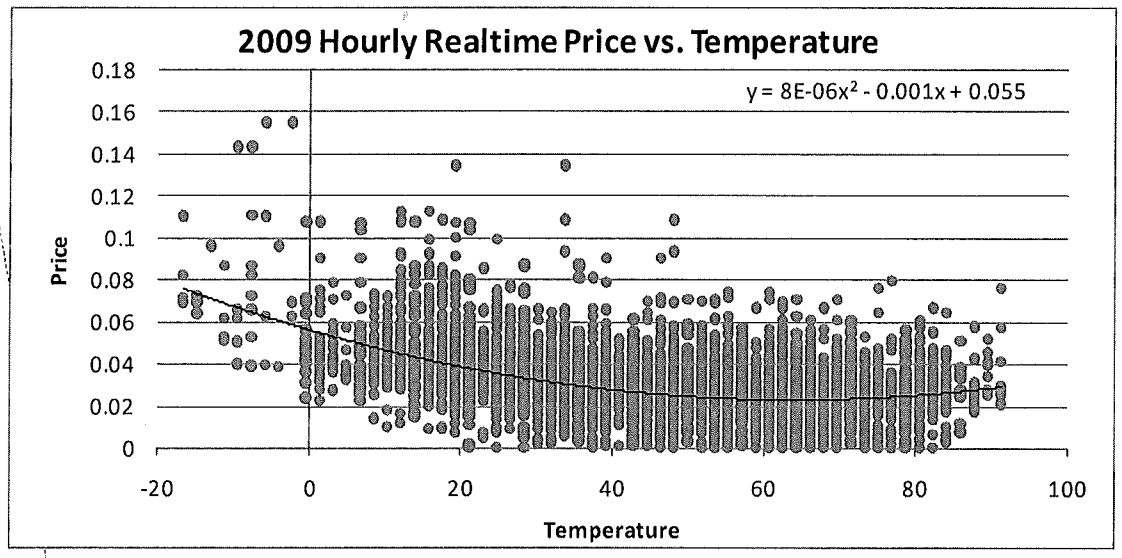

Figure 7-1 Scatter Plot of Hourly Price vs. Temperature

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While Figure 7-1 shows price levels for different temperatures, Figure 7-2 shows how often those temperatures occurred in 2009 compared with 2008.

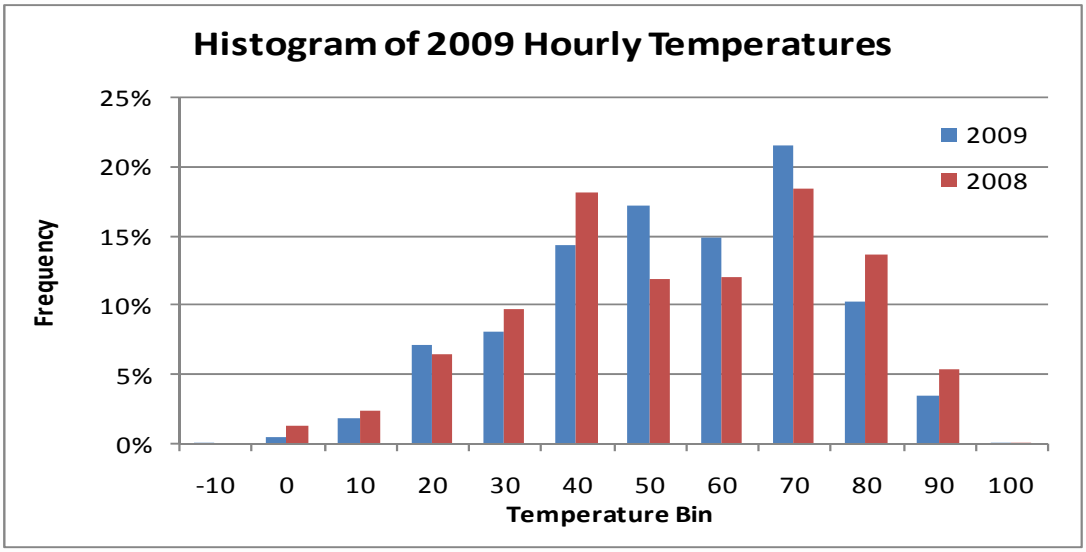

Figure 7-2 Histogram of 2009 Hourly Temperatures

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8 Summary of Benefits

The RRTP Program in 2009 yielded a number of positive results as well as key insight into how the Program can be improved in future years. As described throughout the report, key results include:

- 95% of RRTP Participants saved money in 2009 compared to what they would have spent if they had remained on ComEd's fixed-price rate instead of RRTP, assuming the same electricity consumption.
- During the course of 2009, 8,007 residential customers were enrolled in the ComEd RRTP Program at some point in time.
- In 2009, RRTP Participants collectively saved more than $1,485,000, or 19%, off their total electricity bills.
- The average Participant reduced their electric bill by 15% in 2009 compared to what they would have spent if they had remained on ComEd's fixed-price rate instead of RRTP, regardless of how much time the Participant was enrolled in the RRTP Program.
- Those Participants who had been in the RRTP Program for a full 12-month period (January 2009 – December 2009) also reduced their electric bill by 15% in 2009.
- Between 2007 (when the program began) and 2009, RRTP Participants collectively saved more than $1,965,900, or 13%, off their total electricity bills.
- The average Participant reduced their electric bill by 12% between 2007 (when the program began) and 2009 compared to what they would have spent if they had remained on ComEd's fixed-price rate instead of RRTP, regardless of how much time the Participant was enrolled in the RRTP Program.

The results show that there is significant motivation based on the savings results for customers to enroll in the RRTP Program. Participants that are less likely to achieve higher savings may join for reasons related to helping the environment or the community benefit.

ComEd Central AC Cycling Participants in the RRTP Program realized an average savings of 17% in 2009. Increasing the enrollment of ComEd Central AC Cycling Participants would likely help improve RRTP Program results. Direct mail targeted to AC Cycling Participants garnered the similar response rates as direct mail pieces targeted to customers with average electric bills of $120 or more a month.

RRTP Participants with average electric bills of $120 or more a month were able to save considerably on the RRTP program throughout the span of the program. It only makes logical sense to target similar prospects in the ComEd footprint with any marketing efforts.

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Enrollment in Load Guard can further help Participants achieve savings. Load Guard is an enabling technology and should be considered an essential tool to help Participants mitigate their exposure to higher wholesale prices. Because Load Guard shuts off Participants' central air conditioners at expensive or high-demand hours, Load Guard could also help reduce Participants' individual Capacity Obligation, a component of the Capacity Charge on their bill, and thereby reduce their overall monthly electricity bills.

In 2009, customers who enrolled in ComEd Central AC Cycling were most likely to enroll in RRTP. We reiterate our recommendation that ComEd increase its marketing efforts of the Central AC Cycling program, which, by extension, should lead to additional enrollments for RRTP.

Figure 8-1 displays some statistics related to the program since 2007, according to billing data available at www.energybilldata.biz.

ComEd RRTP Program Savings Highlights	2007		2008		2009		Program-To-Date	
	%	$	%	$	%	$	%	$
Overall Program Savings (All Customers)	13%	$165,517.71	5%	$315,270.29	19%	$1,485,164.00	13%	$1,965,952.00
Overall Program Savings (Customers that participated for full year)	9%	$63,000.00	5%	$225,185.45	19%	$1,191,954.00	13%	$237,040.00
Participants that saved	95%	n/a	67%	n/a	95%	n/a	98%	n/a
Individual Average Savings (Yearly)(All Customers)	13%	$59.19	3%	$52.15	15.34%	$185.48	12%	$245.88
Individual Average Savings (Yearly)(Customers on program for full year)	9%	$93.26	2%	$62.48	15.15%	$205.44	12%	$393.10
Range which middle majority of customers saved (All Customers	6% - 12%	$16.94 - $17.70	-2.2% - 8.3%	-$14.20 - $82.32	11% - 21%	$64.57 - $245.63	8%-17%	$92.97 - 336. 63
Range which middle majority of customers saved (Customers on program for full year)	7% - 12%	$37.21 - $122.19	-1.9% - 7.7%	-$14.50 - $98.45	11% - 21%	$81.10 - $264.70	8%-14%	$203.37-$513.39

Figure 8-1 ComEd 2007 – 2009 Statistics

* Program-to-Date column, when referencing "Customers on Program for Full Year", refers to customers who have been on the program for the entire 3 years (aka Pilot Customers).

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