

Southern California Edison joins the Demand Response Partnership Program

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Innovative program established by the U.S. Green Building Council and Environmental Defense Fund to drive adoption of demand response in commercial building market

Washington, DC – (April 23, 2012) –The U.S. Green Building Council (USGBC) and Environmental Defense Fund (EDF) today announced that Southern California Edison (SCE) has joined the Demand Response Partnership Program (DRPP) as the first utility host sponsor. The Demand Response Partnership Program engages the commercial building and energy industries to educate, promote and drive participation in existing demand response programs, while undertaking a robust research agenda focused on market adoption, grid reliability and environmental impact through improved energy efficiency.

“This ground-breaking program has great potential to help us learn more about our commercial customers’ needs and will drive participation in demand response programs to help independently verify the associated grid and environmental benefits” said Lawrence Oliva, Director, Tariff Programs and Services, SCE.

Demand response programs at SCE encourage changes in electric usage by customers from their normal consumption patterns in response to changes in the price of electricity, or to incentive payments designed to lower electricity use at times of high wholesale market prices or when system reliability is jeopardized.

“The commercial building market is responsible for roughly one third of the power grid load,” said Brendan Owens, Vice President, LEED, USGBC. “By bringing together the commercial building and energy communities, this program will explore demand response as a viable energy management strategy.”

“As one of the largest electric utilities in the state, Southern California Edison brings expertise in implementing successful demand response programs in the commercial and residential markets,” continued Owens. “We’re eager to tap this experience and further explore the viability of demand response as a solution for maintaining grid stability in the commercial buildings sector.”

“California is a bellwether state for demand response, smart grid and progressive environmental efforts,” said Elgie Holstein, Senior Director for Strategic Planning, EDF. “The ability to work hand-in-hand with SCE, solution providers and the LEED-certified building community is critical to accelerating the transition to a clean, low-carbon energy future.”

Throughout the year, the Demand Response Partnership Program will work with owners and managers of LEED-certified buildings within SCE’s territory, and utilize solution sponsors to work with the buildings to install and implement demand response systems into buildings.

USGBC and EDF are in the process of selecting sponsors at various levels to participate in the year-long program. Parties interested in participating in the Demand Response Partnership Program should contact Brendan Owens at bowens@usgbc.org or Ross Malme at rmalme@skippingstone.com to learn more.

About U.S. Green Building Council (USGBC)

The U.S. Green Building Council (USGBC) is committed to a prosperous and sustainable future through cost-efficient and energy-saving green buildings. USGBC works toward its mission of market transformation through its LEED green building certification program, robust educational offerings, a nationwide network of chapters and affiliates, the annual Greenbuild International Conference & Expo, and advocacy in support of public policy that encourages and enables green buildings and communities. For more information, visit usgbc.org, [Twitter](#), [Facebook](#) and [LinkedIn](#).

About Environmental Defense Fund

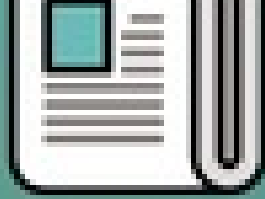
Environmental Defense Fund (edf.org), a leading national nonprofit organization, creates transformational solutions to the most serious environmental problems. EDF links science, economics, law and innovative private-sector partnerships. See twitter.com/EDFenergyEX; facebook.com/EnvDefenseFund; and <http://blogs.edf.org/energyexchange/>.

About Southern California Edison

An Edison International (NYSE:EIX) company, Southern California Edison is one of the nation’s largest electric utilities, serving a population of nearly 14 million via 4.9 million customer accounts in a 50,000-square-mile service area within Central, Coastal and Southern California.

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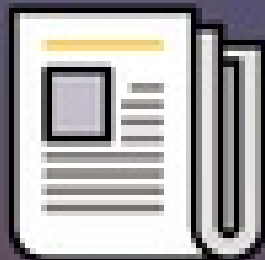
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