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**From the Office of Commissioner Stan Wise
NEWS RELEASE**

PSC Member Calls for Real-Time Electricity Pricing

*Commissioner Stan Wise says Georgia Power consumers can
control energy costs through pilot program*

(Atlanta, February 15, 2007) Georgia Public Service Commissioner Stan Wise urged Georgia Power Company officials Thursday to develop a pilot program with real-time pricing rates for residential consumers and have it operational next year.

Real-time pricing programs encourage consumers to take advantage of lower rates by shifting energy consumption to periods when rates are lowest. Consumers who enroll in the pilot program use a special meter that records electricity consumption at hourly intervals. Georgia Power alerts consumers to limit usage during hours when electricity rates are higher by sending price signals via phone or electronic mail the preceding day.

During the biweekly meeting of the PSC's Energy Committee, Wise requested Georgia Power to develop and file a tariff for a real time pricing pilot. "I want Georgia's residential customers to be rewarded for smart energy use," he said. Georgia Power officials said Thursday they will propose a pilot program in their 2007 rate case to be filed early this summer. The pilot would begin in the summer of 2008 and initially include as many as 1000 customers.

Under Wise's proposal, the consumer is rewarded for shifting consumption, but is no worse off if they do not respond. Consumers would not be charged a higher rate for electricity usage than they pay today, but would receive a rebate if electricity is curtailed during peak periods.

"Consumers are not sensitive to cutting power during peak periods because our regulatory system insulates them from what is happening on the power grid," said Wise. "If we encourage even a small percentage of customers to participate in real-time pricing, it will have a significant impact on reducing power spikes during peak demand, which reduces the stress on the entire system and brings down prices for all of us."

If adopted by the Commission, the pilot program would be a first for Georgia residential customers. Industrial and large commercial customers in Georgia have benefited from real-time pricing since the mid 1980's.

“Technology has made the meters affordable for residential application and the Internet can now provide households with the hourly price of power. The consumer will know when power supplies are tight and expensive and when they are plentiful and cheap,” said Wise.

The state of Illinois initiated a similar residential pilot early last year and the Illinois General Assembly voted in December to increase the pilot from 1100 to 110,000 customers.

Wise said he has supported the development of real-time pricing for residential consumers since 2002, when he studied it while serving as an appointee to U.S. Energy Secretary Spencer Abraham's State Energy Advisory Board, which recommends state energy conservation and efficiency programs.

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