

July 2, 2002

IMO ASKS PUBLIC TO REDUCE ELECTRICITY CONSUMPTION AS HOT WEATHER STRAINS SYSTEM

The Independent Electricity Market Operator (IMO) is asking consumers to reduce their use of electricity today as hot weather and increased air conditioning load are putting a strain on power supplies.

The IMO is asking homeowners, industries and businesses to reduce electricity consumption by:

- setting air conditioners to 26 degrees Celsius or higher, or use fans as an alternative;
- turning off unnecessary lights and appliances;
- closing curtains and blinds to keep out the sun and retain cooler air inside;
- delaying the use of major power-consuming equipment such as dishwashers, washers and dryers until after 8:00 p.m. or later.

“The heat wave is expected to push power demands to near record levels today. By reducing electricity use, consumers can help ease the strain on the power system,” said Paul Murphy, Chief Operating Officer of the IMO.

Under Ontario’s new wholesale electricity market, the increased demand for power also means increased prices, as the wholesale price of electricity fluctuates depending on demand for power and available supply of electricity.

The voluntary appeal for reduced consumption will be in place until 8:00 PM (EDT) this evening.

The Independent Electricity Market Operator (IMO) is responsible for operating and regulating Ontario’s wholesale electricity system and the new wholesale electricity marketplace -- linking buyers and sellers while directing the flow of electricity on Ontario’s transmission system from generators and suppliers to local distribution companies and wholesale buyers.

For more information visit www.theimo.com.

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