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## **PGE Launches Process to Pre-Qualify Bidders for Upcoming Demand Response RFP**

PORTLAND, Ore.--(BUSINESS WIRE)-- Portland General Electric (NYSE:POR) today issued a request for qualifications to pre-qualify bidders for a request for proposals the company plans to release in October. The RFP will seek a third-party provider to organize qualifying non-residential customers to temporarily reduce their use of electricity at the utility's call, supplying energy capacity to help PGE manage its load during periods of peak demand. Responses to the request for qualifications are due by September 14, 2012. Potential bidders who do not respond to the request for qualifications will not have an opportunity to participate in the RFP.

"We already have robust programs in place to help meet the demand for electricity in our service area by partnering with our customers," said Kurt Miller, PGE's director of business model and program development. "We want to take this a step further now by finding new demand response options that will add flexibility and resilience to our system. This is an important part of our strategy to meet our customers' need for reliable electricity, manage power costs, and reduce our impact on the environment."

Demand response programs can be activated on short notice to temporarily reduce the demand for electricity during times of stress on the grid. Customer participation in PGE's demand response program will be entirely voluntary, and will involve only a few hours each year.

Customers who participate in similar programs typically receive an incentive for reducing load, while the utility gains access to power at a lower cost than building a physical generation resource to meet peak load needs.

Interested parties can register for notifications of postings and announcements by emailing [EnergyPartnerRFP@PGN.com](mailto:EnergyPartnerRFP@PGN.com). This registration is for PGE's demand response RFP and should not be confused with other RFPs PGE currently has in development or underway for new generating resources.

**About Portland General Electric Company:** Portland General Electric, headquartered in Portland, Ore., is a fully integrated electric utility that serves approximately 828,000 residential, commercial and industrial customers in Oregon. Visit our website at [PortlandGeneral.com](http://PortlandGeneral.com).

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