



For Immediate Release

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London Economics International LLC Helps Assure Fairness of Selection of Third-Party Administrator of Demand Response Programs for the City of New Orleans

Boston, Massachusetts, January 27, 2011 – Procurement and market expert London Economics International LLC (LEI) contributed to the successful completion of a competitive procurement of a Third-Party Administrator (TPA) to implement approximately \$10.8 million of demand response programs in the City of New Orleans over the next three years. LEI was retained by the New Orleans City Council to independently monitor Entergy New Orleans' (ENO) competitive solicitation process.

As the independent monitor, LEI actively contributed to the design of the request for proposal (RFP) process and documentation. LEI staff monitored the interactions between potential bidders and Entergy New Orleans and observed the bid evaluation process. LEI's goal, as outlined in the 2009 Agreement in Principle between the New Orleans City Council and ENO, was to ensure that the process was fair and transparent and that the selection of the TPA was based on the criteria set forth in the RFP.

ENO received a total of 32 requests for the RFP documents and a total of eight bids were received. After an extensive due diligence process, four bidders were selected to participate in interviews with ENO, after which ENO selected a preferred bidder. ENO announced its preferred bidder to the New Orleans City Council Utility Committee on January 27, 2010. LEI endorsed ENO's selection on the basis of the RFP process in an independent report issued to the Utility Committee. The Utility Committee voted unanimously to accept ENO's recommendation on the basis of their Advisors' review and LEI's independent report.

"This project is an excellent example of the wide range of procurement related advisory services that LEI provides" comments Benjamin Grunfeld, a Managing Consultant at LEI who heads up a number of the firm's procurement-related engagements. LEI applies fundamental economic principles and its exhaustive knowledge of electricity markets to help governments and companies create effective, rational, and transparent procurement processes. LEI's support for procurement processes includes proposing selection criteria, publicizing the procurement, communicating with stakeholders, monitoring the opening and examination of bids, creation of

an analytic framework to evaluate bids, and development of supporting models to compare present values of various options proposed and complete detailed cost-benefit analyses, where required.

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London Economics International LLC (LEI) is a global economic, financial, and strategic advisory professional services firm specializing in energy and infrastructure. The firm combines detailed understanding of specific network and commodity industries, such as electricity generation and distribution, water and wastewater provision, and natural gas distribution, with a suite of proprietary quantitative models to produce reliable and comprehensible results. For further information on LEI, please contact Benjamin Grunfeld at (416) 643-6620 or go to www.londoneconomics.com.