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**FIFTH ANNUAL TEPA CONFERENCE TO GENERATE DISCUSSIONS
REGARDING THE FUTURE OF THE TEXAS ENERGY MARKET**

DALLAS – Oct. 25, 2011 – Industry leaders and policymakers attending the 2011 Annual [Texas Electricity Professionals Association \(TEPA\)](#) Conference from Nov. 2 – 4, at the Ritz-Carlton in Dallas, will have the opportunity to listen to discussions and participate in debates about current developments affecting the Texas energy market with a focus on future generation resources. All topics at the conference support this year’s theme, “Advancing Competitive Markets: Energy for the Next Five Years.”

“Our annual conference will support the efforts of energy professionals who provide Texas consumers with the best value when it comes to their energy,” said Paul Smolen, president of TEPA. “Well-informed A/B/Cs and REPs are essential for a successful competitive energy market. As the ERCOT market evolves, the leaders of our industry must remain prepared to generate new ideas and solutions regarding the future of Texas energy.”

In addition to some of Texas’ leading energy policy makers, there will be three panels hosted at the conference; the first will be moderated by Brandon Schwertner, of Pacific Summit Energy, and will focus on generation resource adequacy. Later in the afternoon, David Roylance, the co-founder of Prism Energy Solutions, will host a panel to discuss the impacts of changing rules in the wholesale market and the need for wholesale product evolution. Michael Harris, CEO of Unified Energy, will moderate a panel focusing on the relationship between A/B/Cs and REPs and their opportunities and responsibilities in the restructured market.

“We’ve learned that challenges exist within supply side economics that will remain a hurdle for the Texas power market for years to come,” said Brandon Schwertner, of Pacific Summit Energy. “Questions remain as to how new power plant construction will be economical for consumers. To date, neither capacity market nor energy-only designs have proven to be a long-term solution. During the conference, I’ll discuss a hybrid solution.”

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On Nov. 4, Friday morning, Sheri Givens, Public Counsel for the Texas Office of Public Utility Counsel (OPUC), will host a workshop on “Smart Meters” and their role in the Texas energy market. Policymakers, technology service providers and retail electric providers will discuss the role of smart meters and the evolving capability of tools that consumers can use to manage their electricity use. For more information or to register for the conference, please visit www.tepatexas.org/about-tepa/2011-fall-conference/.

About Texas Electricity Professionals Association

The Texas Electricity Professionals Association (TEPA) is a 501 (c)(6) organization that establishes a standardized code of conduct, serves as an educational resource, and advocates legislative initiatives for the Texas deregulated energy market. TEPA members include Aggregators, Brokers, and Consultants (ABCs), Retail Electricity Providers (REPs) and affiliate members. TEPA members exhibit expertise, ethical practices and a high level of professionalism to help consumers buy electricity in the restructured Texas marketplace.

To learn more about TEPA, visit <http://www.tepatexas.org>. or contact Aaron Cook at acook@tpm.com / (214) 520-3430, ext. 302.

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