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**El Paso Electric Launches First-Ever Energy Efficiency Marketplace and offers a new Smart Thermostat Program with \$25 Incentive to Enroll**

**EL PASO, Texas** – El Paso Electric (EPE) announced the *EP Electric Marketplace*, the first-ever online store with popular energy efficiency items with an instant rebate taken off at time of purchase. In addition, EPE is proud to announce that its energy load management program, *Energy Wise Savings Program*, is an energy efficiency program that synergizes the partnership between customers and EPE to help reduce energy load during the summer while offering customers a \$25 incentive to enroll per smart thermostat.

“Through the *EP Electric Marketplace*, customers will be able to purchase smart thermostats and enroll in the *Energy Wise Savings Program* in just two easy steps,” EPE’s Director of Energy Efficiency and Commercial Services Susanne Stone. “Our latest developments bring cost-effective solutions that are easy, convenient and customer-first, particularly during times when we see an increase in energy usage due to higher than usual temperatures.”

The *Energy Wise Savings Program* provides a solution to help customers save money and help EPE reduce the peak demand. The *Energy Wise Savings Program* partners with customers to reduce their electricity-use during peak times in the summer months.

This program allows EPE to remotely communicate with customers’ internet-enabled smart thermostats connected to their central refrigerated A/C unit(s) to help reduce electrical load during times of high energy demand. EPE is offering a one-time enrollment incentive of \$25 for each smart thermostat (limit two per household) enrolled by the customer and approved by EPE. Next year, a \$25 annual participation incentive will be issued at the end of each demand response season, a period from June 1 through September 30 of each calendar year, thereafter.

During times of high energy usage, EPE may initiate demand response events in which EPE will send a signal to the customer’s smart thermostat to slightly modify the temperature setting by a few degrees. Each demand response event can last a maximum of four hours. Customers can easily opt out of an event at any time, for any reason. The applicable hours for demand response events can occur between 1:00 p.m. and 7:00 p.m. for TX customers and 2:00 p.m. and 8:00 p.m. for NM customers, on non-holiday weekdays during the demand response season.

For a list of participating vendors, eligible thermostat models or to learn more, customers are encouraged to visit [www.epelectric.com/marketplace](http://www.epelectric.com/marketplace) or [epeenergywisesavings.com](http://epeenergywisesavings.com). Customers may also begin to receive enrollment notifications from the participating vendors if customers currently have one of the eligible thermostats installed in their home or business.

Both energy efficiency programs are implemented by Uplight, a leader in connected customer energy experiences.

“El Paso Electric is recognized by J.D. Power for its emphasis on customer service and it shows in how the utility empowers their users to make smarter energy decisions. Being chosen by a leader in customer service is an honor for Uplight, and we’re thrilled to further their work by implementing smart, new programs in partnership with them,” said Jay Grinde, Executive Vice President of Customer Solutions at Uplight.

For more information, visit [www.epelectric.com/marketplace](http://www.epelectric.com/marketplace) or [epeenergywisesavings.com](http://epeenergywisesavings.com).

**About El Paso Electric**

El Paso Electric is a regional electric utility providing generation, transmission and distribution service to approximately 436,200 retail and wholesale customers in a 10,000-square mile area of the Rio Grande valley in west Texas and southern New Mexico.

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