

Power Advisory's Ontario Market Assessment Report

This report provides Power Advisory's perspective on major developments in Ontario's wholesale and retail power markets, offering valuable insights on opportunities and risks posed.

The opportunities offered by the Ontario Power Authority's procurement initiatives (expected to be 5,000 MW by 2015) are reviewed as well as the prospects for this investment occurring. With this focus, the report is targeted toward parties that are considering or have made long-term investments in the market. As such, the report is likely to be of interest to generators, project developers, policy-makers and large industrial consumers.

The report serves as a valuable base line for market due diligence; investment analyses; and strategic planning efforts.

The report addresses key issues such as:

- The prospects for sustaining the hybrid market
- The impact of near term weakness in the industrial sector on electricity demand
- The implications of carbon controls in the US on Ontario
- The IPSP capacity additions and relationship between prices in Ontario and adjacent markets
- Which generation development opportunities offer the prospects for the most attractive returns

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Introducing Power Advisory

Power Advisory specializes in electricity market analysis and strategy, power procurement, policy development, regulatory and litigation support, and project feasibility assessment.

Our consulting support offers clients strategic and tactical insights that provide competitive advantage. Our advice is based on an understanding of fundamental economic drivers as shaped by market structures, regulatory frameworks and market behavior.

Our consulting services are provided by seasoned electricity sector professionals, offering a wide breadth and significant depth of industry knowledge. This experience and knowledge, combined with a detailed understanding of market fundamentals yields the strategic insights that provide clients with competitive advantage.

A Wide Breadth of Experience

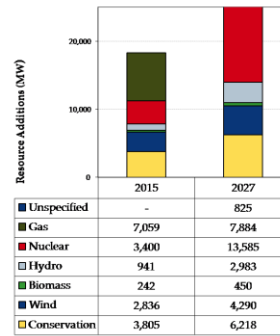
Power Advisory staff advised the Macdonald Committee, the Ontario Select Committee on Alternative Fuel Sources, the Electricity Conservation and Supply Task Force, and the Agency Review Panel.

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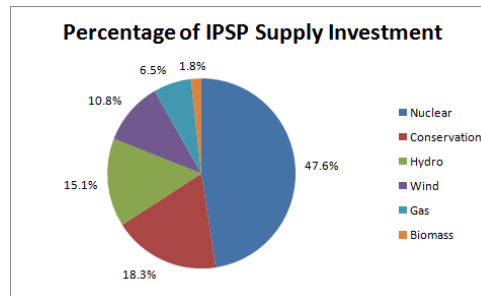
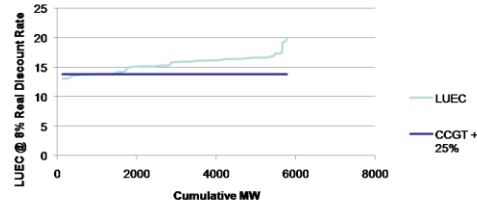


Sample Graphics

**IPSP Assumed Resource Additions
(Committed & Planned)
(2015 & 2027)**



Wind LUECs for Projects in IPSP



How to purchase the report/contact Power Advisory

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Power Advisory welcomes the opportunity to bring the insights presented in the report and gained through past work to other Ontario consulting assignments.

