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### **Website Makes the National News**

**Brainerd, MN – December 14, 2007** – East coast electric utility PEPCO's PowerCentsDC program and website garnered national attention this week when national news agencies learned of the program from articles published in the Washington Post. PEPCO has been enrolling Washington DC residents in their demand-response energy saving pilot program over the past few months via their website, [www.powercentsdc.org](http://www.powercentsdc.org).

The website, created by website designer Candyce Hegstrom of Strategic Website Solutions, initially provided online enrollment for participants. PEPCO reported overwhelming response to enrollment efforts and has since closed enrollment. Both participating and non-participating Washington DC residents now visit the website frequently to view hourly rates and plan their electric usage accordingly.

PEPCO serves 765,000 electric customers in the Washington DC area. The PowerCentsDC pilot program is expected to run for the next two years. The results will help PEPCO determine future residential electric rates.

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**About Strategic Website Solutions:** Specializing in results driven website design, Strategic Website Solutions use sales and marketing experience to design websites and online marketing solutions with a high rate of return on investment. Candyce Hegstrom, principal of Strategic Website Solutions has provided business-to-business and high-tech marketing solutions for the past 20 years. Candyce teaches a college level course on "Marketing on the Internet", plus authors publications on designing for usability and improving search engine results. She is a guest speaker at trade shows throughout the country.