PCI Hosts Annual User Conference

PCI showcases latest technology in generation supply management

Norman, OK – June 9, 2011 – Power Costs, Inc. (PCI) hosted its annual User Conference in Newport Beach, California, Wednesday, May 18 through Friday, May 20, 2011, at the Newport Beach Marriott Hotel & Spa. Showcasing the latest technology in generation supply management software, the “More Power To You” theme concentrated on delivering the latest software solutions to energy focused companies and welcomed more than 20 speakers from different energy markets to discuss challenges and subsequent opportunities in the power industry.

“It was wonderful to see the well-prepared presentations and be part of the information exchanged across our energy industry colleagues,” said Fred Lee, president of PCI. “The success of our data warehouse and business intelligence tools, combined with our expanded optimization techniques, provides more power to quickly incorporate key metrics to increase profitability.”

PCI’s front-and-back office systems now include all U.S. ISO markets and provide power to multi-market customers. “It is our goal to continue to provide more power to our end users, as well as quality service to our clients,” Lee said.

One of the highlights of the conference included interactive sessions with PCI experts providing one-on-one demonstrations of the company’s generation supply management software. For every attendee who participated in at least four demos, their name was entered in a drawing for a prized iPad 2.

At the close of the conference, PCI hosted a roundtable discussion to initiate feedback and address client specific needs. “We received important feedback and are looking forward to seeing everyone at next year’s conference,” Lee said.
Media may access conference presentations via secure login through PCI’s website. Please contact Elise Brooking, PCI media contact, at 832.200.8237 for the login and password. [http://support.powercosts.com/user-conference-presentations](http://support.powercosts.com/user-conference-presentations).

Power Costs, Inc. (PCI) is the leading provider of generation supply management and optimization software to energy focused companies. Founded in 1992 by Dr. Fred Lee, PCI continues to develop power industry software solutions, superior customer support and value-added services for top-tier energy customers. Over half of all power generation in the United States implements PCI software solutions. PCI is based in Norman, Oklahoma and is a privately held company. To learn more about PCI, please visit [www.powercosts.com](http://www.powercosts.com).

Photo 1 – PCI 2011 User Conference – Newport Beach, CA

Conference attendees heard presentations from different energy market speakers and learned about the latest in generation supply management software from PCI at the annual 2011 PCI User Conference in Newport Beach, CA.
Paul Thomas of OG&E in Oklahoma City, OK, was the lucky winner of the prized iPad 2 drawing at the PCI User Conference in Newport Beach, CA.

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