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FOR IMMEDIATE RELEASE

APPI Energy launches online Price Finder

Online tool allows users to obtain prices from multiple electricity suppliers

Salisbury, MD, March 2, 2016—Procurement consulting firm APPI Energy announced the launch of an online Price Finder tool that displays historical and real-time electricity supply prices specific to states and utility service territories. "In a three-step process that takes only a few minutes, commercial and industrial electricity consumers in deregulated markets in the U.S. can view this week's benchmark matrix price for electricity supply," said Walter Moore, President and CEO of APPI Energy.

APPI Energy has collected daily matrix prices from many vetted, reliable suppliers since the firm was founded in 1996. "Our team of market analysts accumulated an abundance of proprietary price data during 20 years. Every day, we analyze real-time price data to identify the wide spread of supplier prices across the U.S., and the lowest prices available from competing suppliers," said Moore.

From the Price Finder drop-down menu, users select their state and utility to view real-time electricity price trends by contract term in their specific location. The website then puts users in touch with an APPI Energy consultant that is ready to provide competitive price offers from multiple suppliers, and help customers select a solution that best suits their business needs, based on location, usage, rate class, load factor, and market timing. Recommendations on when to buy energy, and which contract length is best, are based on extensive data analytics and vast transaction experience.

"APPI Energy commissioned the Energy Research Council, a data analytics company, to develop our proprietary database of 130 million records," said Moore. That database powers the Price Finder tool. Integrating daily matrix pricing from 10 retail electricity suppliers, the database enables the APPI Energy operations department to efficiently benchmark same-day, real-time electricity supply prices. Displaying aggregated prices by 10:00 AM daily, the database enhances the firm's RFP process to support same-day turnaround.

Aggregated prices for deregulated electricity markets in the U.S. for supply start dates extending 12 months into the future enable the APPI Energy operations team to achieve true apples-to-apples comparisons for customers. The database provides a wealth of energy market information, including aggregated prices dating back to September 2013 for trend analysis. Low, high, and average prices are determined across utilities, rate classes, usage levels, and other factors for annual consumption up to one million kilowatt hours.

On the Price Finder landing page, users see national weekly benchmarks and weekly benchmark prices by state, as well as each state's one-week and four-week price trend. Price Finder is available online at http://www.appienergy.com/price-finder.

About APPI Energy
APPI Energy provides data-driven procurement and consulting solutions to commercial, industrial, and nonprofit customers in every deregulated energy market in the U.S. The firm has earned the endorsement of 140 trade associations and chambers of commerce to reduce and manage electricity and natural gas costs for members on an ongoing basis.

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