



Press Release

Choice Energy Services Secures Record 180,000 Megawatt Hour Contract with Fort Bend ISD

06.08.10, 09:23 AM EDT

BusinessWire - Choice Energy Services Retail (CESR), a leading energy consulting and brokerage firm, has announced the company's largest ever single load retail power contract, awarded on May 26th to TXU Energy on behalf of the Fort Bend ISD. In addition to brokering the contract, CESR consulted with Fort Bend ISD throughout the RFP process and will continue to do so, assessing the district's need to retrofit lighting for more efficient power use, examining use of renewable energy sources and serving as an educational resource for the district's students.

"Our work with Fort Bend ISD comes at a critical point for Choice Energy Services Retail as we refine our business model, expanding beyond just brokerage and power procurement services to offer complete energy management expertise," said Kiki Dikmen, managing partner, CESR. "As the options for power get more complex and public expectations of responsible energy use change, we find it is more valuable than ever for our customers to have a reliable source of information on this fast paced industry."

For the Fort Bend ISD, the contract secures district power rates for 12 months with the option to extend for an additional year, allowing for better budget planning for the rapidly expanding district. The contract, for 180,000 megawatt hours, was awarded in a live purchase done at market close on May 26th. The contract will start June 2011 and marks the first time Choice Energy Services Retail and TXU have worked together.

"In an industry where contracts can be complicated, Choice Energy Services Retail was an exceptional partner," said Ben Copeland, chief auxiliary services officer, Fort Bend ISD. "They ensured that the RFP process was transparent and completed in a timely manner and achieved a significant savings of \$773,000 in our annual power expenditure. We're looking forward to continuing our relationship as we continue working to increase our [energy efficiency](#)."

This announcement comes on the heels of CESR's recent expansion. The company opened an office in New York in February 2010 and will soon be opening a location in [Dallas](#) to better service customers in [Texas](#) and across the country. CESR was founded in 2002 as a result of electricity deregulation in Texas, and has since expanded into every deregulated electricity and gas markets in the country. With the goal of helping customers reduce energy costs, better manage budgets and lower overall risk, CESR is a leading provider of electricity and gas brokerage services in the United States.