



Media Advisory
April 23, 2008

**The Chamber Welcomes Dale McMaster, President & CEO, Alberta Electric System Operator
The Alberta Electric System Operator - Powering Albertans**

(Calgary, AB) - The AESO plans and develops the provincial transmission system, including inter-ties with neighbouring jurisdictions British Columbia and Saskatchewan. As Alberta's population increases, more and more pressure is being placed on a strained electricity system to meet the growing energy demand of Albertans while maintaining reliability.

Join us on April 24 to hear from AESO President and CEO Dale McMaster on how the Alberta Electric System Operator is doing its part to power the Alberta economy and keep the lights on for all Albertans – today and in the future.

WHERE: **The Calgary Chamber of Commerce**
4th floor, 100 6th Avenue S.W.

WHEN: **April 24, 2008, 11:30 a.m. – 1:15 p.m.**
12:00 p.m. Luncheon Presentation
1:15 p.m. Brief media availability

About AESO:

As an independent system operator, the AESO leads the safe, reliable and economic planning and operation of Alberta's electricity system. The AESO has a mandate to act in the interest of 3.4 million Albertans.

The AESO directs the coordinated operation of Alberta's power grid on a 24 / 7 basis, dispatching energy to keep electricity supply and demand in perfect balance at all times and directing restoration activities in the event of a major system disturbance.

The AESO operates the grid to North American Electric Reliability Council and Western Electricity Coordinating Council standards and is part of an organization whose members include the power and transmission systems of the 14 western United States, British Columbia and Alberta. They also manage Alberta's fair, efficient and openly competitive wholesale electricity market, facilitating over \$8 billion of energy transactions annually, involving about 200 market participants.

About the Chamber:

The Calgary Chamber of Commerce is a volunteer driven, not-for-profit, and non-partisan advocacy group whose mission is to lead and serve the Calgary business community, valuing its diversity.

On critical and emerging issues in public policy, the Chamber acts as the leading forum for debate, and advocates public policy solutions that improve the business climate on behalf of our members.

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For more information, please contact:
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