



## NEWS RELEASE

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## California ISO Rolls Out New Web Site Design

*New Web Site Better Organized and More User-Friendly*

(Folsom, CA) The California Independent System Operator today rolled out a newly designed website that offers a clean, crisp design, better navigation and an improved search tool that will make it easier to find data, documents and other information. The site, still at the [www.caiso.com](http://www.caiso.com) URL, receives as many as 250,000 hits per day during summer months when Californians need vital information about grid conditions.

“Every day, the ISO website provides key information to our customers, stakeholders and the general public,” said Director of Communications Stephanie McCorkle. “On days when we have a contingency or an issue that affects the grid, the website is a critically important tool to help us deliver information and promote conservation. The website is an information hub that helps the industry plan for the energy needs of California. The new website contains favorites such as Today’s Outlook, a snapshot of real time supply and demand, but it is reorganized with the user in mind and is navigated like a planned community. All the architecture and infrastructure is designed to work together.”

The ISO Communications team took the lead on the project, tapping a broad spectrum of market participants, journalists, regulators and other stakeholders to assist in determining the best means of meeting website needs. Many external user ideas and concepts have been incorporated into the new design. There are two gateways now available from the home page; one designed for the general public and news media, and the other more technical in nature that serves as a hub for the industry participants.

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No passwords are needed for entry into the separate sites, but the information is tailored to specific audiences. The project to create the new website also includes a centralized content management function. While this will not be visible to users, it should ensure that ISO web content is accurate, timely and easy to access.

The California ISO is a not-for-profit public benefit corporation charged with managing the flow of electricity along California's open-market wholesale power grid. The mission of the California ISO is to safeguard the reliable delivery of electricity, and ensure equal access to a 25,000 circuit miles of "electron highway." As the impartial operator of the wholesale power grid in the state, the California ISO conducts a small portion of the bulk power markets. These markets are used to allocate space on the transmission lines, maintain operating reserves and match supply with demand in real time.

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