



FOR IMMEDIATE RELEASE
DECEMBER 2, 2010

CONTACT: Steven Carter
Office: (601) 397-6667
E-mail: carter@advancemississippi.com

ADVANCE MISSISSIPPI RELEASES ISSUE BRIEF ON THE SMART GRID

Jackson – Today, Advance Mississippi released *The Smart Grid: What it is and Why it Matters*, an issue brief that describes the various elements of the smart grid and the benefits of implementing smart grid technology. The brief covers specific areas including the smart grid in Mississippi, meeting electricity demand, and the smart grid in practice.

"The smart grid enables consumers, business, industry and utilities to use electricity more efficiently while enhancing power system reliability," said Advance Mississippi Chairman Glenn McCullough, Jr. "Implementing the smart grid is a win for energy efficiency, cleaner air and power reliability in today's digital economy."

To read the brief, please visit www.advancemississippi.com/documents/smartgrid.pdf.

Advance Mississippi publishes issue briefs and fact sheets on a regular basis to educate Mississippians on important energy issues. Past topics include renewable energy in Mississippi and nuclear energy. All of these briefs are available at www.advancemississippi.com.

###

Advance Mississippi's mission is to advocate for sensible energy policy that will fuel economic opportunity in Mississippi, and educate policy makers, business and community leaders, and the general public about superior energy policies that will foster economic growth. For additional information visit:
www.advancemississippi.com.