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**BEFORE  
THE PUBLIC UTILITIES COMMISSION OF OHIO**

In the Matter of the Energy Efficiency and )	
Peak Demand Reduction Program Portfolio )	Case Nos. 09-580-EL-EEC
of Ohio Edison Company, The Cleveland )	09-581-EL-EEC
Electric Illuminating Company, and The )	09-582-EL-EEC
Toledo Edison Company. )	

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**MOTION TO INTERVENE OF INDUSTRIAL ENERGY USERS-OHIO  
AND MEMORANDUM IN SUPPORT**

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Samuel C. Randazzo, Counsel of Record  
Lisa G. McAlister  
Joseph M. Clark  
McNEES WALLACE & NURICK LLC  
21 East State Street, 17<sup>th</sup> Floor  
Columbus, OH 43215-4228  
Telephone: (614) 469-8000  
Telecopier: (614) 469-4653  
sam@mwncmh.com  
lmcaster@mwncmh.com  
jclark@mwncmh.com

**July 22, 2009**

**Attorneys for Industrial Energy Users-Ohio**

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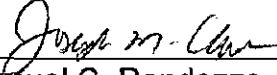
Industrial Energy Users-Ohio ("IEU-Ohio") hereby respectfully moves the Public Utilities Commission of Ohio ("Commission"), pursuant to Section 4903.221, Revised Code, and Rule 4901-1-11, Ohio Administrative Code, for leave to intervene in the above-captioned matter with the full powers and rights granted by the Commission, specifically by statute or by the provisions of the Ohio Administrative Code, to intervening parties.

On July 9, 2009, Ohio Edison Company, The Cleveland Electric Illuminating Company, and The Toledo Edison Company (collectively "FirstEnergy") filed an Application to request approval of the High Efficiency Light Bulb Program and the Online Home Energy Education Tool Program for inclusion as part of their compliance with the 2009 energy efficiency and peak demand reduction benchmarks set forth in Section 4928.66, Revised Code. The High Efficiency Light Bulb Program and the Online Home Energy Education Tool Program are energy savings and peak demand reduction programs directed to residential and small business customers. FirstEnergy also requests approval to recover the costs associated with the implementation of these

programs from customers through its Demand Side Management and Energy Efficiency Rider ("Rider DSE").

As demonstrated further in the Memorandum in Support attached hereto and incorporated herein, IEU-Ohio has a direct, real, and substantial interest in the issues and matters involved in the above-captioned proceedings, and is so situated that the disposition of these proceedings may, as a practical matter, impair or impede its ability to protect that interest. IEU-Ohio believes that its participation will not unduly prolong or delay these proceedings and that it will significantly contribute to the full development and equitable resolution of the factual and other issues in these proceedings. The interests of IEU-Ohio will not be adequately represented by other parties to the proceedings and, as such, IEU-Ohio is entitled to intervene with the full powers and rights granted by the Commission, specifically by statute and by the provisions of the Ohio Administrative Code, to intervening parties.

Respectfully submitted,

  
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Samuel C. Randazzo, Counsel of Record  
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Joseph M. Clark  
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**MEMORANDUM IN SUPPORT**

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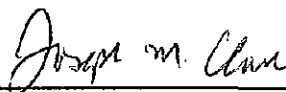
In support of this Motion to Intervene, IEU-Ohio states that it is an association of ultimate customers. A current listing of IEU-Ohio member companies is available on IEU-Ohio's website at [http://www.ieu-ohio.org/member\\_list.aspx](http://www.ieu-ohio.org/member_list.aspx). IEU-Ohio members purchase substantial amounts of electric and related services from FirstEnergy, which are public utilities subject to the jurisdiction of the Commission.

IEU-Ohio members work together to address matters that affect the availability and price of utility services. Additionally, IEU-Ohio seeks to promote customer-driven policies that will assure an adequate, reliable, and efficient supply of energy for all consumers at competitive prices. To this end IEU-Ohio has worked, including actively participating in the legislative process related to Amended Substitute Senate Bill 221, and will continue to work to produce legislative, regulatory, and market outcomes that are consistent with the state policy contained in Section 4928.02, Revised Code. IEU-Ohio members have been, and continue to be, active participants in state and federal regulatory proceedings concerning Ohio's electric utilities, including the

Commission's proceedings to implement the energy efficiency and peak demand reduction requirements contained in Section 4928.66, Revised Code.

Many of IEU-Ohio's member companies are served by FirstEnergy and may be affected by the Commission's orders in this proceeding. Additionally, the resolution of these issues may affect Ohio's larger effort to provide reliable service at reasonable rates, regardless of the structure of regulation of the electric industry. Therefore, IEU-Ohio has a real and substantial interest inasmuch as this proceeding may directly or indirectly impact the provision of electric service to IEU-Ohio members' manufacturing facilities. Specifically, IEU-Ohio's direct interest in this proceeding is the result of the effect that the proceeding shall have upon the price, adequacy, and reliability of the electric supply and related services within Ohio, including the areas presently served by FirstEnergy.

Respectfully submitted,

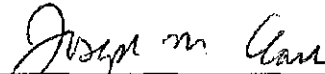


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sam@mwncmh.com  
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## CERTIFICATE OF SERVICE

I hereby certify that a copy of the foregoing *Motion to Intervene of the Industrial Energy Users-Ohio* and *Memorandum in Support* was served upon the following parties of record this 22nd day of July 2009, via electronic transmission, hand-delivery or first class mail, postage prepaid.

  
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Joseph M. Clark

Arthur Korkosz  
FirstEnergy Service Company  
76 South Main Street  
Akron, OH 44308

**ON BEHALF OF THE OHIO EDISON COMPANY,  
THE CLEVELAND ELECTRIC ILLUMINATING COMPANY,  
AND THE TOLEDO EDISON COMPANY**