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BidURenergy.com UR Electricity & Gas Marketplace

10-977-EL-AGG

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7/29/2010

Public Utilities Commission of Ohio
Docketing Division, 13th Floor
10 East Broad Street
Columbus, OH
43215-3793

To whom it may concern:

Enclosed, please find an amendment to section A-12 of BidURenergy, Inc.'s application to serve as an Aggregator/Power Broker in the state of Ohio. As per a conversation with Michael Pakowski, this amendment is being submitted to fulfill the requirements of section C-3 in BidURenergy, Inc.'s application.

If anything further is needed, please don't hesitate to contact me at any time.

Thank you very much.

Warm Regards,

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Exhibit A-12 "Corporate Structure"

BidURenergy, Inc. is a does not have any affiliate or subsidiary companies that supply retail or wholesale electricity or natural gas to customers and companies that aggregate customers in North America. BidURenergy, Inc., however, is a member of an affiliated group of companies (through common ownership) which includes Energy Curtailment Specialists, Inc (ECS). ECS is the largest privately held Demand Response provider in North America with revenues in excess of \$60 million and assets in excess of \$125 million. Additionally, ECS has no debt and has been profitable since its inception in 2001. As a result of its affiliation with ECS, BidURenergy, Inc. has access to the full range of ECS' financial resources to meet its financial obligations and respond to any contingencies.

Our Organizational and departmental structure is as follows:

Customer Relations Department

With experience in communications and customer service, BidURenergy's Customer Service Department is responsible for monitoring and maintaining all customer program participation and support services while they are a BidURenergy customer. Answering questions/concerns and acting as a guide throughout the process are additional functions of this department. Customer Relations representatives also regularly travel in the field to review performance and monitor customer satisfaction.

Affiliate Relations Department

BidURenergy strives to build relationships with local businesses, individuals, organizations and community groups that offer varied services. This ensures continuity and helps build trust within the community. This department regularly interacts with various business and trade organizations, schools, energy consultants, national government agencies, and affiliate service providers including technology, engineering firms and energy consultants.

Bid Preparation Department

With close attention to detail and a continued effort to maximize customer savings, the Bid Preparation Department is responsible for preparing our customer's bid opportunity. Strong communication skills are necessary for members of this department, as direct interaction with the customer and their utility or supplier is a necessity. Bid preparers review all billing and pricing histories and submit the information into a tracking system designed specifically for the BidURenergy auction process.

Bid Analysis Department

The Bid Analysis Department is responsible for reviewing the work of the Bid Preparation Department and submitting a customer account to suppliers for auction. When an account goes to auction, the Bid Analysis Department will submit the bid to suppliers, and then receive various

offers back. After receiving the supplier offers, this department is responsible for imputing them into our sophisticated bid tracking program and presenting the offers to our customer in a easy-to-read format. Members of this department must also have strong interpersonal and communication skills as they will be interacting with the customers to review their offers and make recommendations.

Market Administration

The Market Administration Department manages all phases of customer recruiting and enrollment, including the tracking and implementing project-specific rules and processes, plus start-to-finish program oversight. In addition to an exceptional level of commitment to customer service, team members bring a broad diversity of experience and training, including engineering, business administration, legal and finance. Within the market administration department is the sales department and the contract review department:

Contract Review Department

As this department is responsible for reviewing the supplier-customer agreements and ensuring all necessary paperwork is in order, it is essential for members of the Contract Review Department to have very fine attention to detail. Entering commission values, expiration date, and other contract details into our bid tracking system are other added duties of this department.

Sales Department

Every other department depends on the sales department to recruit customers. Members of the BidURenergy sales team have exceptional communication skills and market knowledge. The sales department receives extensive training in electricity market analysis on a daily basis.

Graphical depiction of such structure:

