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November 22, 2010

Public Utilities Commission of Ohio
180 E. Broad Street
Columbus, Ohio 43215-3793

PUCO

2010 NOV 26 PM 1:08

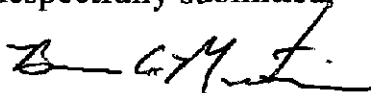
RECEIVED-BOOKETING DIV

Re: First Energy Case #10-0176-EL-ATA

Dear Commissioners,

I testified at the hearing held in Sandusky on October 25, 2010 in opposition of First Energy's rate increase for all-electric homeowners. During my testimony, I presented copies of several documents that pertained to the "Good Cents" program for which I am contracted in with Ohio Edison. I had also stated that I had learned of this program through an advertisement in a local newspaper. Upon further research, I was able to locate and copy some of the ads via microfilm at the Sandusky Library, which Ohio Edison placed in the Sandusky Register in March of 1992. We broke ground for our new home in March of 1992. I ask that the commission allow me to submit copies of those advertisements that pertain not only to the program that I am contracted in, but others as well, to further show Ohio Edison's aggressive marketing practices at the time. It may also be noted how realtors could use the Good Cents certification as a selling point for an all-electric home as the one particular ad indicates. Thank you.

Respectfully submitted,



Bruce A. Martin
7116 Parker Rd.
Castalia, Ohio 44824

This is to certify that the images appearing are an accurate and complete reproduction of a case file document delivered in the regular course of business.
Technician SJS Date Processed 11/26/10

Sandusky Register Ad. March 7, 1992



A sign we're proud to stand behind.

The *Good Cents* sign is popping up in a lot of Ohio Edison neighborhoods... and that's good news for new home buyers.

Because the *Good Cents* sign means that your new home will save you about 35% on energy costs...month after month after month!

It's a sign of assured comfort, too. *Good Cents* is a system of construction

that's been tested and proven in homes across the country. And Ohio Edison will inspect each home and certify its energy efficiency before the *Good Cents* sign can go up.

So look for the *Good Cents* sign in front of new homes.

It stands for quality, comfort and savings we're proud to stand behind.

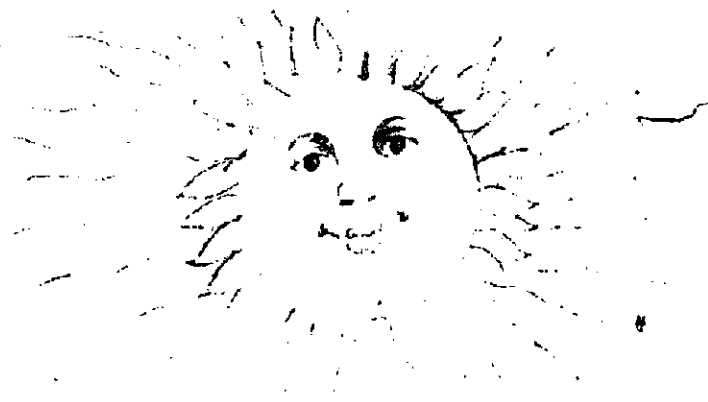


OHIOEDISON
The Energy Makers

People You Can Count On.

For more information on the *Good Cents* Home program, call Ohio Edison toll-free, 1-800-338-4328.

Sandusky Register Ad. March 13, 1992



The Most Efficient Heating and Cooling System Under the Sun is Right in Your Backyard.

It's today's answer for energy conservation and dollar savings.

We call it System:GT.®

How Much Can I Save?

You'll save up to 60% on monthly heating bills and up to 30% on air conditioning costs! You can also save up to 50% on water heating costs in the winter...and nearly 100% during periods of air-conditioning use!

Are There Other Advantages?

You'll conserve energy, since System:GT takes advantage of a naturally inexhaustible source of solar energy. And you'll save on maintenance costs

because System:GT is housed entirely within your home and underground.

How Does System:GT Work?

Simply put, System:GT uses geothermal energy to provide heating, cooling and water heating at a lower monthly cost than any other system.

Where Can I Learn More About System:GT?

Call Ohio Edison toll-free, 1-800-338-4328, for more information.



People You Can Count On.



Dine



39" Hut
Interior Lig



Corner F
41

Fist

Rt. 20 W.



EQUAL HOUSING OPPORTUNITY

All real estate advertising in this newspaper is subject to the Federal Fair Housing Act of 1968 which makes it illegal to advertise "any preference, limitation or discrimination based on race, color, religion, sex or national origin, or an intention to make any such preference, limitation or discrimination."

This newspaper will not knowingly accept any advertising for real estate which is in violation of the law. Our readers are hereby informed that all dwellings advertised in this newspaper are available on an equal opportunity basis. To complain of discrimination, call HUD Toll free at 1-800-424-8580. For the Washington, DC area please call HUD at 426-3500.

WORKERS!

IN STOCK: 1" oak, any, 1"-2" white oak, 3" red oak, 1"-1 1/4"-2" 1"-4" basswood, 1"-2" hard maple, 1" birdseye soft maple, 1"-1 1/4"-2" aromatic cedar, 1" 1"-2"-4" walnut, 3/4" 1" & 2" pine & more.

D HARDWOODS

84-9582

DIY CRAFTS

From This Newspaper

BOOKCASE /DESK. This spacious bookcase features drawers, shelves, cubbyholes and a fold-down desk surface. The overall size is 1x4x7 feet, but it's easy to alter the size. Complete plans include materials list, illustrated instructions, and assembly diagrams. #0512 \$7.95

YOUR MONEY BACK!

check or money order and me, with your name, address

Best Buy Around!

1500 sq. ft. Perkins Twp. ranch, includes large family room, fenced yard, & inground pool. Low 60's.

Hosts: John & Edith Biechels

515 FULTON STREET

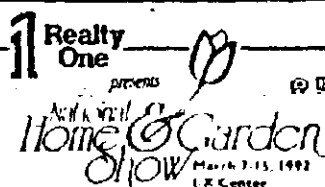
Cupboards Galore!!

Including planning desk in the eat-in kitchen of this great family home in Sandusky. 1 1/2 baths a plus in this older 2 story home.

Hostess: Sue Hoelzer



2416
E. PERKINS AVE.
625-9609



Watch NEWSCHANNEL 3 at Six for clues and the MORNING EXCHANGE for complete details.

YOU CAN WIN A
HERITAGE LOG HOME
AT HOLIDAY LAKES
RESORT.

NEWSCHANNEL 3
SUPER
SWEEPSTAKES

ROHL #4640

OPEN SUNDAY 2-5 ENERGY FIT

New ranch 3 bedroom, 2 bath with full basement located just north of Main on Humm Rd. Berlin Mts. Home has Ohio Edison's good cents cert. For energy efficiency.

Your Hostess Karen Kamm.
Call 433-2840 or 588-2914

MLS #21078



Call from any touch-tone phone

1-800-589-2345



AND EAGLE'S WING MOBILE HOME PARK

is ready with

* **8.5% INTEREST**

On Homes Purchased This Month

Plus

Guaranteed Lot Rent of
\$180.00/Month for 2 Years

Sandusky Register March 15, 1992

1992