

FILE



The Public Utilities Commission of Ohio



RENEWAL APPLICATION FOR GOVERNMENTAL AGGREGATORS

Please print or type all required information. Identify all attachments with an exhibit label and title (Example: Exhibit A-4 Opt-Out Form). All attachments should bear the legal name of the Applicant and should be included on the electronic copy provided. Applicants should file completed applications and all related correspondence with: Public Utilities Commission of Ohio, Docketing Division, 180 East Broad Street, Columbus, OH 43215-3793.



A. RENEWAL INFORMATION

A-1 Applicant's legal name, address, telephone number, PUCO certificate number, and web site address

Legal Name Village of Holland
Address 1245 Clarion Ave., Holland, Ohio 43528
PUCO Certificate # and Date Certified 00-039E(S)
Telephone # (419) 865-7104 Web site address (if any) _____

A-2 Exhibit A-2 "Authorizing Ordinance" provide a copy of the ordinance or resolution authorizing the formation of a governmental aggregation program adopted pursuant to Section 4928.20(A) of the Revised Code.

A-3 Exhibit A-3 "Operation and Governance Plan" provide a copy of the applicant's current plan for operation and governance of its aggregation program adopted pursuant to Section 4928.20(C) of the Revised Code. The Operation and Governance Plan explained in Exhibit A-3 should include:

- Terms and conditions of enrollment including:
 - Rates
 - Charges
 - Switching fees, if any
- Policies associated with customers moving into/out of aggregation area
- Billing procedures
- Procedures for handling complaints and disputes including the toll-free telephone number and address for customer contacts

PUCO

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A-4 Exhibit A-4 Automatic Aggregation Disclosure - "Opt-out Form" provide a copy of the disclosures/"opt-out" required by Section 4928.20(D) of the Revised Code, if its aggregation program provides for automatic aggregation in accordance with Section 4928.20(A) of the Revised Code. If the opt-out is in draft form, docket the final opt-out (including beginning and ending dates of the 21-day -out period and the selected CRES supplier) with the Commission within 10 days prior to providing or offering service. See #12 in the attached Affidavit .

A-5 Contact person for regulatory or emergency matters

Name Paul A. Skaff
Title Asst. Solicitor
Business address 353 Elm Street, Perrysburg, Ohio 43551
Telephone # (419) 874-3536 Fax # (419) 874-3899
E-mail address (if any) _____

A-6 Contact person for Commission Staff use in investigating customer complaints

Name Michael Yunker
Title Mayer
Business address 1245 Clarion Ave, Holland, Ohio 43528
Telephone # (419) 865-7104 Fax # _____
E-mail address (if any) _____

A-7 Applicant's address and toll-free number for customer service and complaints

Customer Service address 1245 Clarion Avenue , Holland, Ohio 43528
Toll-free Telephone # _____ Fax # _____
E-mail address (if any) _____

Paul A. Skaff Asst Solicitor
Signature of Applicant & Title

Sworn and subscribed before me this 29 day of November, 2010
Month _____ Year _____

Anne C. Schenk
Signature of official administering oath

Anne C. Schenk
Print Name and Title

My commission expires on _____



ANNE C. SCHENK
Notary Public, State of Ohio
My Commission Expires April 22, 2013
Recorded in Wood County

AFFIDAVIT

State of Ohio :

Perryburg ss.
(Town)

County of Wood :

Paul Skaff, Affiant, being duly sworn/affirmed according to law, deposes and says that:

He/She is the Asst. Solicitor (Office of Affiant) of Village of Holland (Name of Applicant);

That he/she is authorized to and does make this affidavit for said Applicant,

1. The Applicant herein, attests under penalty of false statement that all statements made in the application for certification renewal are true and complete and that it will amend its application while the application is pending if any substantial changes occur regarding the information provided in the application.
2. The Applicant herein, attests it will timely file an annual report with the Public Utilities Commission of Ohio of its intrastate gross receipts, gross earnings, and sales of kilowatt-hours of electricity pursuant to Division (A) of Section 4905.10, Division (A) of Section 4911.18, and Division (F) of Section 4928.06 of the Revised Code.
3. The Applicant herein, attests that it will timely pay any assessments made pursuant to Sections 4905.10, 4911.18, or Division F of Section 4928.06 of the Revised Code.
4. The Applicant herein, attests that it will comply with all Public Utilities Commission of Ohio rules or orders as adopted pursuant to Chapter 4928 of the Revised Code.
5. The Applicant herein, attests that it will cooperate fully with the Public Utilities Commission of Ohio, and its Staff on any utility matter including the investigation of any consumer complaint regarding any service offered or provided by the Applicant.
6. The Applicant herein, attests that it will fully comply with Section 4928.09 of the Revised Code regarding consent to the jurisdiction of Ohio Courts and the service of process.
7. The Applicant herein, attests that it will comply with all state and/or federal rules and regulations concerning consumer protection, the environment, and advertising/promotions.
8. The Applicant herein, attests that it will use its best efforts to verify that any entity with whom it has a contractual relationship to purchase power is in compliance with all applicable licensing requirements of the Federal Energy Regulatory Commission and the Public Utilities Commission of Ohio.
9. The Applicant herein, attests that it will cooperate fully with the Public Utilities Commission of Ohio, the electric distribution companies, the regional transmission entities, and other electric suppliers in the event of an emergency condition that may jeopardize the safety and reliability of the electric service in accordance with the emergency plans and other procedures as may be determined appropriate by the Commission.
10. If applicable to the service(s) the Applicant will provide, the Applicant herein, attests that it will adhere to the reliability standards of (1) the North American Electric Reliability Council (NERC), (2) the appropriate regional reliability council(s), and (3) the Public Utilities Commission of Ohio. (Only applicable if pertains to the services the Applicant is offering)

11. The Applicant herein, attests that it will inform the Commission of any material change to the information supplied in the renewal application within 30 days of such material change, including any change in contact person for regulatory purposes or contact person for Staff use in investigating customer complaints.

12. The Applicant herein, attests that if the opt-out is in draft form, the Applicant will docket the final opt-out (including beginning and ending dates of the 21-day -out period and the selected CRES supplier) with the Commission within 10 days prior to providing or offering service.

That the facts above set forth are true and correct to the best of his/her knowledge, information, and belief and that he/she expects said Applicant to be able to prove the same at any hearing hereof.

RESA, Asst. Solicitor
Signature of Affiant & Title

Sworn and subscribed before me this 29 day of November, 2010
Month Year

Dorothy J. Lenfestey
Signature of official administering oath

Dorothy J. Lenfestey
Print Name and Title


My commission  DOROTHY J. LENFESTEY
Notary Public, State of Ohio
My Commission Expires
October 27, 2014

EXHIBIT A-2

Question: Provide a copy of the authorizing ordinance.

Answer: The ordinance authorizing Holland to operate an opt-out government aggregation was approved in 2000. It is attached hereto.

ORDINANCE NO. 34-2000

AN ORDINANCE APPROVING THE PLAN OF OPERATION AND GOVERNANCE FOR THE VILLAGE OF HOLLAND GOVERNMENTAL AGGREGATION PROGRAM; AUTHORIZING THE NORTHWEST OHIO AGGREGATION COALITION (NOAC) TO HIRE PALMER ENERGY AS AN ENERGY CONSULTANT AT A COST NOT TO EXCEED \$70,000 PAYABLE BY THE POWER MARKETER HIRED BY NOAC; AUTHORIZING COOPERATION WITH NOAC; AND DECLARING AN EMERGENCY.

WHEREAS, Ordinance No. 21-2000 authorized the creation of a governmental aggregation program and submitted the question to the electorate at the November 7, 2000 election; and

WHEREAS, the voters approved the creation of an opt out aggregation program within the Village of Holland; and

WHEREAS, Ordinance No. 29-2000 authorized Holland to enter into an intergovernmental agreement with eight other communities to jointly operate and manage a governmental aggregation program as the Northwest Ohio Aggregation Coalition; and

WHEREAS, the Northwest Ohio Aggregation Coalition has selected Palmer Energy as an energy consultant in an amount not to exceed \$70,000 subject to approval by the legislative authorities of the member communities; and

WHEREAS, the cost of the consultant contract shall be paid by the power marketer ultimately selected by the Northwest Ohio Aggregation Coalition to provide power to the aggregation program; and

WHEREAS, the members of the Northwest Ohio Aggregation Coalition have jointly developed a plan of operation and governance for the aggregation program; and

WHEREAS, the council has held two public hearings on the plan of operation and governance for the governmental aggregation program;

NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE VILLAGE OF HOLLAND, OHIO, THAT:

SECTION 1. The plan of operation and governance for the aggregation program prepared by the Northwest Ohio Aggregation Coalition (NOAC) has been subject to two public hearings and is hereby approved.

SECTION 2. The selection of Palmer Energy to act as an energy consultant to the Northwest Ohio Aggregation Coalition in an amount not to exceed \$70,000 payable by the

power marketer selected by the Northwest Ohio Aggregation Coalition, is hereby ratified and approved.

SECTION 3. The Village of Holland administration is authorized to cooperate with the Northwest Ohio Aggregation Coalition in the development of an aggregation program.

SECTION 4. This Ordinance is declared to be an emergency measure and shall be in force and effect from and after its passage. The reason for the emergency lies in the fact that it is necessary for the immediate preservation of the public peace, health, safety and property and of the further reason of providing low cost, safe electrical power to the citizens of Holland when deregulation begins on January 1, 2001.

Vote on emergency clause: 6 Ayes 0 Nays 0 Abstain

Vote on passage: 6 Ayes 0 Nays 0 Abstain

Passed this 19th day of December, 2000.

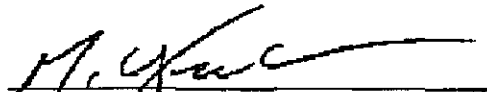


Lee Irons, President of Council

Attest:


Lyn Krasula, Clerk-Treasurer

Approved:


Mike Yunker, Mayor

THIS DOCUMENT
CERTIFIED TO BE A TRUE
AND CORRECT COPY OF
THE ORIGINAL

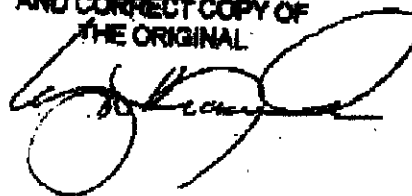


EXHIBIT A-3

Question: Provide a copy of the operation and governance plan.

Answer: It is attached hereto.

ORDINANCE NO. 46-2001**AN ORDINANCE AMENDING THE ELECTRIC AGGREGATION PROGRAM PLAN OF OPERATION AND GOVERNANCE, AND DECLARING AN EMERGENCY.**

WHEREAS, Ordinance No. 21-2000 authorized the creation of a governmental aggregation program and submitted the question to the electorate at the November 7, 2000 election; and,

WHEREAS, the voters approved the creation of an opt-out aggregation program within the Village of Holland; and,

WHEREAS, Ordinance No. 29-2000 authorized Holland to enter into an intergovernmental agreement with other Northwest Ohio communities to jointly operate and manage a governmental aggregation program as the Northwest Ohio Aggregation Coalition (NOAC); and,

WHEREAS, the members of the NOAC jointly developed a Plan of Operation and Governance, (Plan), for the aggregation program; and,

WHEREAS, the Council held two (2) public hearings on the Plan; and,

WHEREAS, Ordinance No. 34-2000 approved the Plan; and,

WHEREAS, changes in law and rules governing such program have changed, requiring amendments to the Plan;

NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE VILLAGE OF HOLLAND, LUCAS COUNTY, STATE OF OHIO, THAT:

SECTION 1. That the Electric Aggregation Program Plan of Operation and Governance is hereby amended as shown in attached Exhibit A.

SECTION 2. That the Council hereby adopts the amended Plan.

SECTION 3. It is hereby found and determined that all formal actions of this Council concerning and relating to the passage of this Ordinance were adopted in an open meeting of this Council and that all deliberations of this Council and of any other committees that resulted in such formal action were in meetings open to the public in compliance with all legal requirements including Section 121.22 of the Revised Code of Ohio.

SECTION 4. This Ordinance is hereby declared to be an emergency measure and necessary for the immediate preservation of the public health, safety, and welfare. The reason for such necessity arises in order to promptly provide low cost, safe electrical power to the citizens of the Village of Holland, Ohio.

Vote on emergency measure: 6 Ayes 0 Nays 0 Abstain

ORDINANCE NO. 46-2001


Vote on passage: 6 Ayes 0 Nays 0 Abstain

Passed this 18th day of September, 2001




Lee Irons, President of Council

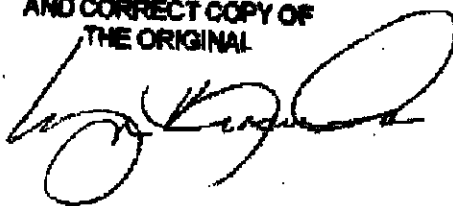
Attest:


Lyn Krasula, Clerk-Treasurer

Approved:


Mike Yunker, Mayor

THIS DOCUMENT
CERTIFIED TO BE A TRUE
AND CORRECT COPY OF
THE ORIGINAL



VILLAGE OF HOLLAND, OHIO
ELECTRIC AGGREGATION PROGRAM
AMENDED
PLAN OF OPERATION AND GOVERNANCE
As A Member Of The
Northwest Ohio Aggregation Coalition



For Additional Information Contact:
Mark Frye
Palmer Energy
5650 W. Central Avenue
Toledo, Ohio 43615

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INTRODUCTION

The Village of Holland, Ohio, together with the participating communities of the Northwest Ohio Aggregation Coalition ("NOAC") developed this Electric Aggregation Program Amended Plan of Operation and Governance ("Amended Plan of Operation") in accordance with the governmental aggregation provisions of Section 4928.20 of the Ohio Revised Code. The Amended Plan of Operation provides, in detail, the services provided under the aggregate, customer rights, terms and conditions of service, rate setting, and aggregate structure and formation.

The Holland aggregation program is designed to reduce the amount consumers pay for electric energy. The Village will not buy or resell the power for the participants of the program. Instead, Holland will serve as the purchasing agent for the program and will negotiate a contract with a competitive retail electric supplier to provide firm, all-requirements service to the members of its aggregation program. The contract will be for fixed price service to each class of customers at a rate that is lower than the standard offer from Toledo Edison. Customer rights and terms of service are discussed in detail in this Amended Plan of Operation and Governance.

Holland's Amended Plan of Operation is in adherence with the requirements of Amended Substitute Senate Bill 3 of 2000 as provided in Revised Code Section 4928.20 and the Rules for Competitive and Noncompetitive Retail Electric Service Standards Regarding Governmental Aggregation. The Amended Bill opened Ohio's retail electric market on January 1, 2001, and authorized the combining of multiple electric loads within and by a municipality, an unincorporated township or the unincorporated areas of the county by a board of county commissioners for the purpose of purchasing electric generation and related services in Ohio's competitive retail market. The legislation also provided the Public Utility Commission of Ohio ("PUCO") with authority to promulgate and adopt rules regarding governmental aggregation in Ohio. The Village of Holland's Amended Plan of Operation complies with the requirements of the governmental aggregation rules as issued by the PUCO on August 9, 2001.

A majority of Holland's residents approved a ballot issue in November of 2000 authorizing the Village to form an aggregation whereby electric consumers would be automatically included in a large buying group unless, subject to prior notice, they followed a stated procedure to opt-out. It is Holland's intent to represent its electric consumers in Ohio's emerging competitive retail electric market. Acting as a purchasing agent for its residents and small businesses, Holland hereby joins with other participating communities of NOAC and automatically aggregates all eligible electric consumers that do not otherwise opt-out of the aggregate. Holland, as a member of NOAC, has negotiated the best rates for electric generation and related services for electric consumers within the Village. Any electric consumer in Holland has the ability to decline service, opt-out of the aggregate, and choose the incumbent supplier or any other alternative electric supplier. The State of Ohio allows the Director of the Ohio Department of Development to aggregate electric consumers that participate in the Percentage of Income Payment Plan ("PIPP") throughout Ohio. Accordingly, customers on PIPP at the time of the Opt-out will not participate in Holland's electric aggregation program.

I. GOVERNMENTAL AGGREGATION FORMATION PROCESS

1.1 Statutory Requirements

Holland, as part of NOAC, shall develop and institute an opt-out aggregation. The process of governmental aggregation is set out in Ohio Revised Code Section 4928.20. The section defines two different types of aggregation that may be enacted by a governmental entity -- opt-in aggregation and opt-out aggregation. Opt-in aggregation can occur only with the prior consent of each electric consumer. That is, the consumer must give its consent to be included in the governmental aggregation program, prior to inclusion. Under the opt-out aggregation provisions, all electric consumers within the municipality or township may be automatically included in the governmental aggregation program. However, opt-out aggregation may only occur after the majority of voters within a municipality, an unincorporated township, or other unincorporated areas of the county authorize the formation of the governmental aggregation. The governmental entity must adopt an ordinance or a resolution placing the issue on the ballot and voters must decide the issue in a general or special election. After obtaining majority voter approval, but prior to inclusion in the aggregate, affected customers must be given notice entitling them to affirmatively elect not to be part of the governmental aggregation program. Holland obtained the support of the majority of its voters and shall automatically include electric consumers within the Village's corporate limits in its aggregate, unless such consumers follow a prescribed procedure for opting out. Holland's opt-out notice, procedure and period are discussed in Section VIII below.

1.2 PUCO Certification

In addition to requiring the support of the majority of voters within a municipality, an unincorporated township, or the other unincorporated areas of the county, Section 4928.20 of the Ohio Revised Code requires PUCO certification of governmental aggregation programs. In order to obtain PUCO certification, governmental entities are required to complete and file a certification application. To maintain their certified status, governmental aggregators must comply with the PUCO's Competitive and Noncompetitive Retail Electric Service Standards Regarding Governmental Aggregation. Holland filed for, and has obtained, certification as a Governmental Aggregator. The Village, as a member of NOAC, developed this Amended Plan of Operation and Governance in compliance with the PUCO's rules regarding governmental aggregation. With the assistance of its electric generation service supplier, Holland shall comply with the PUCO's governmental aggregation rules.

II. RETAIL ELECTRIC GENERATION SERVICE PROVIDER

The Village has selected WPS Energy Services, Inc. ("WPS") as its electric generation service supplier. Holland shall serve as the purchasing agent for the Village's aggregation program and has delegated to WPS the responsibility implementing the Holland aggregation program. WPS is certified as a Competitive Retail Electric Service ("CRES") Provider by the PUCO; is eligible to receive Market Support Generation ("MSG") and Non-MSG from FirstEnergy as a signatory to the Stipulation and the

Supplemental Agreement arising from the FirstEnergy Transition Plan Case; is a licensed Federal Power Marketer with the FERC; has a Service Agreement for Network Integration Transmission Service under FirstEnergy's Open Access Transmission Tariff; has a Service Agreement under FirstEnergy's Market-based Rate Tariff; has the corporate structure to sell both wholesale and retail firm power; has demonstrated that its Electronic Data Interchange ("EDI") computer network is fully functional and capable of handling the requirements of the retail electric customers in Holland; has the marketing ability to reach the retail electric customers in the Village and the ability to educate them on the Village's aggregation program; has a fully staffed and trained call center capable of handling customer calls related to the Village's program; has established a toll-free number as required by the PUCO for customer service and complaints related to the Village's aggregation program; and shall assist the Village in fulfilling requirements imposed on the Holland aggregation by the PUCO.

III. AGGREGATION SERVICES

WPS shall serve as Holland's CRES Provider and with the assistance of the Village and/or the Village's authorized agent WPS shall perform the following functions regarding Holland's aggregation program: assist the Village in fulfilling PUCO requirements including the filing of required reports and the compliance of this Amended Plan of Operation with PUCO rules; analyze customer information provided by Toledo Edison to identify eligible customers within the Village's corporate limits; develop the program's rates, terms and conditions of service and opt-out notices; distribute required notices to electric consumers in Holland; conduct the opt-out process; notify Toledo Edison of the customers in the Village's aggregate; notify customers of service start dates; undertake all EDI responsibilities and interact with FirstEnergy regarding the same; provide customer service and support as discussed herein; develop consumer education materials; comply with the PUCO's environmental disclosure requirements; inform customers that move into the Village after program start-up of the program and of their ability to opt-out; address all customer complaints as discussed herein; administer the credit and collection process; provide new program rates at the end of the initial two year term; notify customers of the program's new rates, terms and conditions of service and of their ability to opt-out at no charge at that time; and otherwise implement this Amended Plan of Operation and Governance.

IV. POWER SUPPLY AGREEMENT

Holland and WPS have entered into a binding Power Supply Agreement for the provision of services to Holland's aggregated electric consumers. Holland Ordinance No. _____ authorizes the Village's entering such Agreement. The terms and conditions of the Agreement govern the implementation and administration of the Village's aggregation program. A copy of the Agreement is attached hereto as Attachment A. A copy of Ordinance No. _____ is attached hereto as Attachment B.

V. RATE SETTING

Holland, as a participating member of NOAC, and WPS have negotiated rates for the first two (2) years of the four (4) year Holland-WPS Agreement. The rates are as provided in the Power Supply Agreement and are fixed for the initial two year period. WPS will pay the \$5 switching fee imposed by the local utility. No later than the twenty-first month of service, WPS and Holland, as a member of NOAC, shall negotiate rates for the final two years of the WPS-supplied program. WPS shall provide rates for the program based primarily on the then current electric power market prices and any MSG or Non-MSG available.

VI. CREDIT AND COLLECTION POLICY

6.1 Billing

Customers will continue to receive a monthly bill from Toledo Edison, which will include charges from WPS for the electric generation portion of their bill. Customers are billed according to their Toledo Edison bill cycle. Toledo Edison bills customers monthly, in 21 billing cycles throughout the month. WPS will use FirstEnergy's rate ready consolidated billing method initially but may perform consolidated billing on behalf of the local distribution company once the PUCO rules regarding the same are finalized. In the event that WPS should decide to separately bill customers for generation charges, it will only do so after obtaining the Village's prior approval and after providing prior notification to the customer.

6.2 Payment Terms

Customers are required to pay their entire Toledo Edison bill in a timely manner to avoid late charges and to maintain good standing in the program. All payments are applied to the Toledo Edison portion of the bill first. WPS's charges will be paid after the amount owed to Toledo Edison is paid in full. Failure to pay the full amount due, including WPS's charges, will lead to termination from the program. The Toledo Edison notices will include Toledo Edison's charges to the customer and will not include WPS's charges. WPS's past due notices are discussed below.

6.3 Collection Process

Customers are obligated to keep their accounts current. If WPS does not receive payment by the bill due date and an account balance exceeding \$25.00 remains past due for thirty (30) days at the time of billing, a written ten (10) day Past-Due Notice will be issued. Accounts with a balance exceeding \$25.00 past due sixty (60) days at the time of billing, and that were previously issued a Past Due Notice, will be issued a ten (10) day written Notification of Intent to Terminate Letter. Accounts remaining past due after the ten (10) day Notification of Intent to Terminate letter will be sent a Program Termination and Payment Request Notice. If amounts owed to WPS are not paid in full within fifteen (15) days of issuance of the Program Termination and Payment Request Notice, accounts with balances exceeding \$25.00 past due will be terminated from the Aggregation

Program and returned to Toledo Edison. Customers with accounts returned to Toledo Edison for non-payment are obligated to pay WPS the remaining balance on the account. Customer accounts continuing as past due after termination from the program due to nonpayment may be turned over to a collection agency and reported to the credit bureau, after ten (10) days' written notification.

VII. PROGRAM ENROLLMENT

Holland's electric aggregation is an "opt-out" aggregation program. Accordingly, customers will be automatically included in the Village's aggregation program unless they comply with the program's opt-out procedure discussed in Section VIII below. Customers who wish to participate and remain in the Village's aggregate need not take any action. These customers will be automatically enrolled in Holland's program. Enrollment shall commence with the start of service and shall continue for a two (2) year period. Customers will be notified by WPS when service under the program will begin which shall coincide with the switch from their current supplier.

VIII. OPT-OUT PROCEDURE AND TERMS

8.1 Opt-out Process

WPS will implement the opt-out process on behalf of the Village of Holland and participating members of NOAC. Prior to commencement of service, WPS will utilize customer information provided by Toledo Edison to notify all eligible retail electric consumers in the Village of their right to opt-out of Holland's Electric Aggregation Program. Eligible Consumers shall be residential or commercial customers in the Village that are not otherwise designated by Toledo Edison as PIPP customers at the time of the Opt-out Period or are otherwise deemed ineligible to participate in the Village's Aggregation Program. Eligible Consumers will receive by mail a notice disclosing: the Program's rates; terms and conditions of service; general information related to the Program; and the Village's membership and association with NOAC. The notice shall clearly provide instructions on how to opt-out of the program, which shall be by returning a postcard or calling a designated number. The Opt-out Period shall be a twenty-one (21) day period. Eligible Consumers shall have twenty-one (21) days from the date of the postmark on the notice to indicate their intent to opt-out. Eligible Consumers that do not follow the prescribed opt-out procedure shall be automatically included in the program. It is the customer's responsibility to notify WPS if they are inadvertently switched and are not a Toledo Edison customer in the NOAC participating communities listed above. WPS shall notify Toledo Edison/FirstEnergy of Holland's Eligible Consumers to be switched to service under the Program.

8.2 Opt-out Privileges

Holland's Toledo Edison customers may opt-out of the Village's Aggregation Program at no charge under the following circumstances: a) during the initial opt-out period; b) at the end of the two year Enrollment Period; c) if they move from their current place of residence to a new place within NOAC they will automatically be terminated from the program until the next quarterly refresh; or d) if WPS's rates exceed those in Toledo

Edison's Standard Service Offer. Participants that desire to opt-out of the Village's aggregation program any other time may be subject to a \$25 switching fee.

8.3 Return to Toledo Edison Service

Customers that opt-out of Holland's Aggregation Program will default to Toledo Edison's Standard Service Offer, until the consumer selects an alternate generation supplier.

8.4 Switching to Other Suppliers

Aggregation Program participants that switch to a different generation supplier after the expiration of the enrollment period will be allowed to do so in correlation with the consumer's next scheduled meter read date. Switching to a different generation supplier on the next meter read date, however, will occur when the next meter read date is 13 business days or more from the date of the consumer's notice of intent to opt-out of the Aggregation Group. If notification is less than 13 days this may result in the consumer being with their current supplier or WPS for an additional 1-2 months. Consumers choosing to switch, outside of the opt-out period, may be subject to a \$25 switching fee. Notification of intent to opt-out of the Aggregation Group may be made by contacting WPS by telephone or in writing.

IX. JOINING THE PROGRAM AFTER START-UP

9.1 New Holland Residents

Residential customers that move into Holland after the conclusion of the initial Opt-out Period shall have the opportunity to join the Village's Aggregation Program at the rates provided in the Power Supply Agreement. These customers may call WPS for information on joining the program. WPS will conduct a quarterly Opt-out Period subject to receipt of new customer information from Toledo Edison. WPS will inform new residents of the Village's automatic aggregation program and of their right to opt-out of the Program. The Opt-out Period shall be twenty-one (21) days. The two (2) year enrollment term shall be modified to conclude with that of the general Holland aggregation pool.

9.2 Customer Movement Within Holland

Holland's Aggregation Program participants that move from one location to another within the corporate limits of the Village shall retain their participant status at the Power Supply Agreement price. However, these customers reserve the right to opt-out of the program at no cost if they change their place of residence. If the customer moves within the NOAC area they will be terminated from the program and will revert back to Toledo Edison until the next quarterly refresh. At that time they will be given an opportunity to re-join the program at the previous rate.

9.3 Previously Opted-Out or otherwise Not Enrolled Customers

Toledo Edison customers in the Village of Holland may join the Village's Aggregation Program after the expiration of the initial Opt-out Period by contacting WPS. Enrollment and service activation shall be subject to the written policies of WPS. Rates for such customers shall be at the Power Supply Agreement price, or at a market-based price, subject to the policies of WPS.

X. RELIABILITY OF ELECTRIC SERVICE

For the protection of retail electric consumers in Ohio, the PUCO has adopted rules governing the minimum service, quality, safety, and reliability practices for local utilities like Toledo Edison. The rules provide standards for inspection, maintenance, repair, and replacement of the transmission and distribution lines of each local utility. The rules also impose standards on utilities such as Toledo Edison for system operation, reliability, and safety during emergencies and disasters. Toledo Edison will continue to maintain and service its electric transmission and distribution facilities in the Village of Holland. The only thing that changes for the Toledo Edison consumers in Holland that participate in the Aggregation Group is the generation supplier. For the members in the Village's Electric Aggregation Program, the generation supplier is WPS Energy Services, Inc.

XI. CUSTOMER SERVICE

WPS shall provide a fully staffed, 24 hour a day, customer service staff. The staff will address local questions or concerns related to the program. Holland's customers may call toll free to: 1-888-600-8735. Customers may contact WPS in writing at its Cleveland Ohio office at: WPS Energy Services, Inc., Bank One Center, 600 Superior, Suite 1300, Cleveland, OH 44114.

XII. CONSUMER EDUCATION

WPS will develop a retail electric competition consumer education plan for retail electric consumers in Holland and the other participating members of NOAC. The education plan will focus on the needs of Toledo Edison customers in the NOAC, but may also address any unique retail electric competition educational needs of Holland's customers. WPS will, where practicable, provide consumer education messages that are consistent with the messages of FirstEnergy, Toledo Edison's local campaign, and the statewide consumer education program.

XIII. DISPUTE RESOLUTION

WPS will attempt to resolve all customer complaints in a timely and good faith manner. Initial response to the customer's concern will occur within five (5) calendar days of complaint. WPS will investigate customer complaints received from the Public Utilities Commission of Ohio (PUCO) and provide a status report to the customer and the PUCO within five (5) calendar days. If an investigation into a complaint received from the customer or a complaint referred by the PUCO is not completed within fourteen (14) calendar days, then a status report will be given to the customer, and, if applicable, the

PUCO. These status reports will be given every five (5) calendar days until the investigation is complete, unless the action that must be taken takes longer than five (5) days and the customer has been notified. Final results of a Commission-referred complaint will be provided to the PUCO either orally (phone) or in writing (e-mail, written correspondence), no later than five (5) calendar days after the investigation is completed. The final results will be provided in writing to the customer no later than five (5) calendar days after the investigation is completed. Customers retain the right to contact the PUCO regarding complaints and disputes. WPS will provide customers with the current address, telephone numbers, including TDD/TTY telephone numbers, of the PUCO. Records of customer complaints will be retained for one (1) year after the occurrence of the complaint. A copy of the complaint record will be provided to the PUCO within five (5) days, if requested.

XIV. GENERAL PROVISIONS

14.1 Governing Law

Service under the Aggregation Program shall be governed by the provisions of these Rules and Regulations, the Village's Electric Aggregation Program Amended Plan of Operation and Governance, the Village-WPS Power Supply Agreement, the Codified Ordinances of the Village of Holland, Ohio, and the rules and regulations of the Public Utilities Commission of Ohio.

14.2 Taxes and Fees

Any taxes, duties, fees or charges levied against WPS by any governmental or regulatory entity or passed through to WPS by capacity or energy shall be passed through by WPS and paid by the customer. WPS shall provide the customer written notice and detailed description of such charges if such information has not been included in previous communications.

14.3 Additional Equipment

If additional metering or monitoring equipment is required by Toledo Edison, such metering or monitoring equipment shall be installed at customer's expense. Customer shall cooperate as necessary with installation of additional metering or monitoring equipment.

14.4 Customer Information

Neither the Village nor WPS shall release an Aggregation Program participant's social security number or account number without the program participant's written consent. WPS shall not release information on customers that have opted out of the program without the prior written consent of the customer.

14.5 Payment History

Aggregation Program customers shall have the right to request, without charge, from WPS the customer's payment history for a period of up to twenty-four (24) months.

XV. ADOPTION OF AMENDED PLAN OF OPERATION AND GOVERNANCE

This Amended Plan of Operation and Governance shall be subject to the adoption of Holland Village Council. A copy of the Village's Ordinance No. 46-2001 adopting this Amended Plan of Operation is attached hereto as Attachment C.

Further modifications to the Amended Plan of Operation and Governance after adoption will require approval of Holland Village Council.

ORDINANCE NO. 36-2002**ORDINANCE AMENDING THE PLAN OF OPERATION AND GOVERNANCE OF THE VILLAGE OF HOLLAND ELECTRIC AGGREGATION PROGRAM AND DECLARING AN EMERGENCY.**

WHEREAS, Section 4928.20 of the Ohio Revised Code provides that a legislative authority of a municipal corporation may aggregate the electric loads within the Village and requires it to adopt a plan to govern the operation of the aggregation program; and

WHEREAS, Section 4928.20 of the Ohio Revised Code requires that any Village electric aggregation may occur only after the legislative authority of a municipal corporation has offered a plan of operation and governance to the public for its review, has held at least two public hearings concerning the plan, and has formally adopted the plan as the aggregation program's plan of operation and governance; and

WHEREAS, a proposed plan was offered to the public for review by this Council and this Council held public hearings concerning the plan on December 5, 2000 and December 19, 2000, notice of each public hearing having been printed in a newspaper of general circulation throughout the County for two consecutive weeks prior to the hearings; and

WHEREAS, this Council adopted a Plan of Operation and Governance for the Village of Holland Aggregation Program by Ordinance dated December 19, 2000; and

WHEREAS, this Council amended the Plan of Operation and Governance for the Village of Holland Aggregation Program by Ordinance dated September 18, 2001 to harmonize the Plan with the Power Supply Agreement this Board signed with WPS Energy Services, Inc.; and

WHEREAS, additional amendment of the Plan of Operation and Governance of the Village of Holland Aggregation Program is appropriate and necessary to conform the Plan further with the Master Agreement between this Board and First Energy Services, Inc., which this Council has executed to secure electric rate savings for its commercial electric consumers;

NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE VILLAGE OF HOLLAND, LUCAS COUNTY, OHIO, THAT:

Section 1. The Council hereby amends the Plan of Operation and Governance of the Village of Holland Aggregation Program previously approved on December 19, 2000 and amended on September 18, 2001, to conform with the Master Agreement with First Energy Services, Inc., by amending same and adding thereto the language of new Section XVI set forth in Exhibit A, attached hereto and incorporated herein by reference.

Section 2. It is hereby found and determined that all formal actions of this Council concerning and relating to the passage of this Ordinance were adopted in an open meeting of this Council, and that all deliberations of this Council and any of its committees that resulted in such formal actions, were in meetings open to the public, in compliance with all legal requirements including Section 121.22 of the Revised Code of Ohio.

ORDINANCE NO. 36-2002

Section 3. This ordinance is declared an emergency measure necessary for the immediate preservation of the health, safety, and welfare of the Village and its residents. The reason for the emergency is that prompt passage is necessary in order to comply with Ohio law and to ensure customer choice in electric supply.

Vote on emergency measure: 5 Ayes 0 Nays 0 Abstain


Vote on passage: 5 Ayes 0 Nays 0 Abstain

Passed this 3rd day of August, 2002.




Lee Irons, President of Council

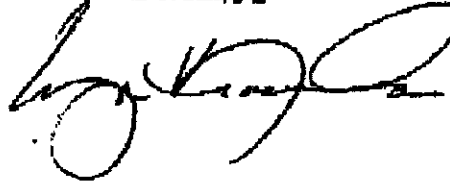
Attest:


Lyn Krasula, Clerk-Treasurer

Approved:


Mike Yunker, Mayor

THIS DOCUMENT
CERTIFIED TO BE A TRUE
AND CORRECT COPY OF
THE ORIGINAL



XVI. COMMERCIAL SERVICE PROVIDED BY FIRSTENERGY SERVICES, INC.

Consistent with the Provisions of this Amended Plan of Operation and Governance and with the Power Supply Agreement entered into with WPS Energy Services, Inc. referenced in Section IV herein, the Village and FirstEnergy Services, Inc. ("FES") have entered into an agreement to provide aggregated electric generation service to the Program's commercial consumers. Ordinance No. _____ authorized the Village to enter into the Master Agreement to Provide Services to an Aggregated Group with FES, which provides service to any of the Program's commercial electric consumers whose demand does not exceed 300 kW. Sections II through XIV, inclusive, of this Plan shall not be applicable to the provision of services under the Master Agreement for its Term; with the exception that conduct of the Opt-Out provided for in the Master Agreement shall be done consistent with the twenty-one (21) day Opt-Out Period provided for in Section 8.1 herein. To the extent that there is any discrepancy between this Plan and the Master Agreement, the terms and provisions of the Master Agreement shall govern the Village's Program as to commercial electric consumers for the Agreement's Term. A copy of the Master Agreement is attached hereto as Attachment D.

EXHIBIT A

Community Logo's as was done previously

September 2, 2010

Dear Residential Electric Customer,

Your community, as a member of the Northwest Ohio Aggregation Coalition (NOAC), is providing you with the opportunity to save money on your electric bills by joining with other residents. Through a concept called governmental aggregation, savings are achieved by grouping consumers to gain buying power for the purchase of electricity. Local voters approved this program several years ago. NOAC is a group of nine communities that are working together to provide lower electric rates to their residents and businesses.

You will be automatically enrolled in your community's electric governmental aggregation program unless you choose to opt out. There is no cost for enrollment. You do not need to do anything to participate. Your community has chosen FirstEnergy Solutions to provide group participants with electric generation through May 2011.

As a member of this aggregation you are guaranteed a price of \$0.0632 per kWh through May 2011. While your consumption and usage pattern will affect your savings, a typical customer can expect savings of \$30-\$40 annually.

You have until September 23, 2010 to return the enclosed "opt-out" form if you wish to be excluded from the community's electric aggregation program and remain a full service customer of Toledo Edison. If you don't opt out at this time, you will begin to receive service from FirstEnergy Solutions.

In Ohio's deregulated electric environment, your local electric utility – Toledo Edison – will continue to maintain the system that transmits and delivers power to your home. You won't see any new poles or wires, and you will continue to receive a single, easy-to-read bill from your electric operating company with your FirstEnergy Solutions charges included. You can even receive and pay your bill online via www.firstenergycorp.com, free of charge.

If you have any questions, call our knowledgeable staff at FirstEnergy Solutions, toll-free at 1-866-636-3749, Monday through Friday, 8 a.m. to 5 p.m. Please do not call your community with any governmental aggregation program inquiries.

Sincerely,

Local Officials

P.S. Remember to return the opt-out form only if you do not want to participate in the community's electric aggregation program.

OPT-OUT FORM – RESIDENTIAL ELECTRIC GOVERNMENTAL AGGREGATION PROGRAM

By returning this signed form, you will be excluded from the opportunity to join with other residents in the Electric Governmental Aggregation Program.

I wish to opt out of the NOAC Electric Governmental Aggregation Program. (Check box to opt out.)

Service address (city, state and zip): _____

Phone number _____



Account Holder's

Signature _____ Date: _____

NOAC Governmental Electric Aggregation Program — Frequently Asked Questions

What is aggregation?

Under governmental aggregation, local officials bring citizens together to gain group buying power for the purchase of competitively priced electricity from a retail electric generation supplier certified by the Public Utilities Commission of Ohio.

How is the community able to choose a certified electric generation supplier on my behalf?

The residents of your community voted to allow your local government officials to contract for an electric generation supplier on their behalf.

What does "opt out" mean?

"Opt out" means that you can decide not to participate in the community's electric governmental aggregation program. By returning the opt-out form, which is included in this mailing, you will not be enrolled as an electric generation customer with FirstEnergy Solutions, the community's competitive electric generation supplier, and you will not receive the fixed price from FirstEnergy Solutions.

What happens if I do not send in the opt-out form?

If you do not return the opt-out form postmarked by the required date, you will be included in the community's governmental aggregation program and will begin receiving competitively priced electricity from FirstEnergy Solutions.

Can I opt out of the program at a later date?

Yes, but you will be subject to a \$25 cancellation fee from FirstEnergy Solutions if you cancel for any other reason but moving. However, you will be sent a notice at least every three years asking if you wish to remain in the program. At that point, you may opt out at no cost.

What are my energy supply choices if I decide to opt out?

You can stay with your current electric utility, which will continue to supply your electricity as it always has. Or, you can shop for a new competitive electric supplier. A list of competitive electric suppliers certified by the Public Utilities Commission of Ohio and their current prices is available by calling 1-800-686-PUCO (1-800-686-7826).

Can I opt out over the phone?

No, you must mail in your completed form and it must be postmarked by the deadline.

Who is FirstEnergy Solutions?

FirstEnergy Solutions Corp., a subsidiary of FirstEnergy Corp., offers a wide range of energy and related products and services, including the generation and sale of electricity and energy planning and procurement. FirstEnergy Solutions is a leading competitive supplier of energy to residential and commercial and industrial customers in Ohio, Pennsylvania, New Jersey, Maryland, Illinois and Michigan.

What is the toll-free number for questions?

For answers to your questions, please call 1-866-636-3749, Monday through Friday, 8 a.m. to 5 p.m.

Can I stay on budget billing/equal payment plan or have my payment automatically deducted from my checking account as I do now?

Yes, Toledo Edison will continue to offer those programs. However, budget billing applies only to charges from Toledo Edison. The budget billing program does not apply to your charges from FirstEnergy Solutions. FirstEnergy Solutions is a different company from Toledo Edison. On your monthly Toledo Edison bill, you'll notice a charge from FirstEnergy Solutions for generation and transmission.

If I join the community's governmental aggregation program, who will deliver my power, read my meter and respond to emergencies, such as power outages?

Your local electric utility will be responsible for the delivery of power to your home or business. Since your local electric utility still owns the wires and poles that deliver power to you, it will continue to read your meter and restore power after an outage.

Is your price for residential power fixed, or does it vary?

In this program, your price for residential power is fixed. While the actual price per kilowatt-hour charged by the utility may change each month based on the season and your usage, the price per kilowatt-hour from FirstEnergy Solutions will remain fixed throughout the entire term.

FirstEnergy Solutions Corp. - Residential & Small Commercial Terms and Conditions

These Terms and Conditions together with the enrollment information are your agreement for electric generation service with FirstEnergy Solutions Corp. ("FES") if you choose to remain in the community aggregation program by not "opting-out" or exercising the right of rescission ("Contract"). Please keep a copy of this agreement for your records.

FES is certified by the Public Utilities Commission of Ohio ("PUCO") to offer and supply electric generation services in Ohio. As a Competitive Retail Electric Service ("CRES") provider, FES will supply the electric generation to your Electric Distribution Utility ("EDU") based on your usage. Your EDU then distributes or delivers the electricity to you. FES sets the generation prices and charges that the customers pay. The PUCO regulates distribution prices and services. The Federal Energy Regulatory Commission regulates transmission prices and services.

DEFINITIONS:

Generation Service - The production of electricity.

Transmission Service - Moving high voltage electricity from a generation facility to the distribution lines of an EDU.

Distribution Service - Physical delivery of electricity to customers by EDU.

RIGHT OF RESCISSION - If you do not opt-out and are enrolled to receive generation service from FES, your EDU will send you a confirmation letter. You will have the right to rescind your enrollment within seven (7) calendar days following the postmark date of the confirmation letter by following the instructions contained in the letter. The Right of Rescission only applies when a customer switches to a generation supplier and not on renewal enrollments. Your EDU will not send a confirmation notice upon any renewal of this Agreement. Should you choose to opt-out of your community's program, you will be served by your EDU's standard service offer established pursuant to section 4928.14 of the Ohio Revised Code unless you choose an alternate supplier of electricity.

TERMS AND CONDITIONS OF SERVICE

1. **Eligibility.** Only Residential Customer accounts not enrolled in the Percentage of Income Plan Program (PIPP) and small commercial customers with a peak demand below 399 KW are eligible for this offer from FES. FES reserves the right to refuse enrollment to any customer with an outstanding balance.

2. **Basic Service Prices.** During the term of this Contract, you agree to pay FES for a total combined Transmission, Generation, and Generation Related Charges. You will be billed at the fixed price per KWh per billing month, as specified in the opt-out notification. Your Price to Compare consists of bypassable transmission, generation and transmission and generation related components, which are charges associated with the costs of purchased power and the cost to deliver the power through the transmission system. These are the charges that you would avoid for that billing period when you switch to FES.

In addition to FES' charges, you will be charged by your EDU for distribution and various other charges. FES reserves the right to unilaterally modify this billing format in the event the EDU is unable or unwilling to provide consolidated billing in this format or changes the calculation of the Price to Compare.

In addition to the Generation Charge described above, FES will charge you for any and all fees, costs, and obligations imposed by a Regional Transmission Organization ("RTO"), such as the Midwest ISO or successor organizations, that are not otherwise reimbursed by the Electric Utility to Supplier, regardless of whether such charges are greater than, less than, or equal to the charges Customer currently pays for these services to the Electric Utility ("Midwest ISO/Transmission and Ancillary Charges"). FES will pass these Midwest ISO/Transmission and Ancillary Charges, which may be variable, through to you and you will receive no discount off of these Midwest ISO/Transmission and Ancillary Charges.

3. **Length of Agreement.** As a part of your community's program, your service from FES will commence with the next available meter reading and after processing of the enrollment by your EDU, and will continue for the term as specified in the opt-out notification, ending on the meter read for the last month of service. For the period beginning June 2011, the program may be terminated or modified due to unforeseen regulatory action. Should the program be terminated, you will be returned to the standard service offer or its successor.

4. **Billing.** You will continue to receive a single bill from your EDU that will contain both your EDU and FES charges. FES does not offer budget billing. If you do not pay your bill by the due date, FES may cancel this Agreement after giving you a minimum of fourteen (14) days written notice. Upon cancellation you will be returned to your EDU as a customer. You will remain responsible to pay FES for any electricity used before this Agreement is cancelled, as well as any late payment charges. Further,

your failure to pay EDU charges may result in your electric service being disconnected in accordance with the EDU tariff.

5. **Penalties, Fees and Exceptions.** If you do not pay the full amount owed FES by the due date of the bill, FES may charge a 1.5% per month late payment fee.

6. **Cancellation/Termination Provisions.** If this agreement is not rescinded during the rescission period, enrollment will be sent to your EDU. You may terminate this Agreement, without penalty, if you move out of the EDU service territory or into an area where FES will charge a different price. There will be a \$25 charge for residential customers and a \$50.00 charge for commercial customers if you terminate this Agreement for any other reason, except as expressly provided herein. Should you cancel service with FES and return to standard service offer with your EDU, you may not be served under the same rates, terms, and conditions that apply to other EDU customers.

7. **Customer Consent and Information Release Authorization.** By choosing not to opt-out of your community's aggregation program, you understand and agree to the terms and conditions of this Agreement with FES. You authorize FES to obtain information from the EDU that includes, but is not limited to: billing history, payment history, historical and future electricity usage, meter readings, and characteristics of electricity service. FES reserves the sole right to determine if your credit standing is satisfactory before accepting your enrollment request. This Agreement shall be considered executed by FES following acceptance of your enrollment request by FES, the end of the 7 day rescission period and subsequent acceptance of the enrollment by your EDU.

8. **Contract Expiration.** At least every three years, you will be given the opportunity to opt-out of your community's aggregation program at no cost. You are responsible for arranging for your electric supply upon termination of this Contract.

9. **Dispute Procedures.** Contact FES with any questions concerning the terms of service by phone at 1-888-254-6359 (toll-free) M-F 8AM - 6PM EST or in writing at 341 White Pond Drive, Akron, OH 44320. Our web address is www.firstenergysolutions.com. If your complaint is not resolved after you have called your electric supplier and/or your electric utility, or for general utility information, residential and business customers may contact the Public Utilities Commission of Ohio for assistance at 1-800-686-7626 (toll free) or TTY at 1-800-686-1570 (toll free) from 8:00 am to 5:00 pm weekdays or at www.PUCO.ohio.gov. Customers may also call the Ohio Consumers' Counsel (OCC) at 1-877-742-5622 (toll free) from 8:00 am to 5:00 pm weekdays or at www.pickccc.org.

10. **Miscellaneous.** You have the right to request from FES, twice within a 12 month period, up to 24 months of payment history, without charge.

FES will not release your Social Security number and/or account number(s) without your written consent.

FES' environmental disclosure statement is available for viewing on our website - www.firstenergysolutions.com. You agree that FES will make the required quarterly updates to the statement electronically on our website. We will also provide the information upon request.

FES may assign its rights to another, including any successor, in accordance with the rules and regulations of the PUCO.

FES assumes no responsibility or liability for the following items that are the responsibility of the EDU: operation and maintenance of the EDU's electrical system, any interruption of service, termination of service, or deterioration of the EDU's service. In the event of a power outage, you should contact your local EDU.

Customer is responsible for providing FES with accurate account information. If said information is incorrect, FES reserves the right to reprice the applicable account(s) or terminate the agreement.

FES reserves the right to return any customer to the EDU if the customer's rate code is changed and the account is no longer eligible for this program.

11. **Warranty.** FES warrants title and the right to all electricity sold hereunder. THE WARRANTIES SET FORTH IN THIS PARAGRAPH ARE EXCLUSIVE AND ARE IN LIEU OF ALL OTHER WARRANTIES, WHETHER STATUTORY, EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO ANY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR ARISING OUT OF ANY COURSE OF DEALING OR USAGE OF TRADE.