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PUCO

Mr. Todd A. Snitchler, Chairman
Public Utilities Commission of Ohio
180 East Broad Street
Columbus, Ohio 43215

RE: AEP Ohio ESP Case Numbers 11-346-EL-SSO and 11-348-EL-SSO

Dear Chairman Snitchler:

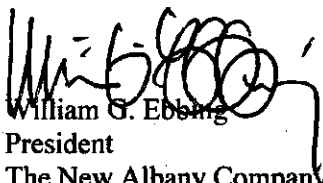
This letter is to express the support of The New Albany Company ("NACO") as it relates to the Electric Security Plans that have been filed by AEP Ohio in the above-referenced cases. As a major stakeholder in the City of New Albany ("City") and central Ohio, our company has achieved much recent success in attracting significant projects to the area in partnership with the City of New Albany (Please refer to attached article that appeared in The Columbus Dispatch on Sunday, April 17, 2011.). The plans that AEP Ohio is presenting will provide a significant boost to our continuing efforts to make New Albany a preferred destination for new projects that bring new jobs and economic vitality to the State of Ohio.

Over the past several years, NACO and the City have attracted a number of out of state manufacturing facilities focused on innovation, high-tech projects, data centers, and other mission critical facilities, to the municipality. A major factor in the decisions to construct these projects here was the availability of redundant electric power supplies and a state-of-art fiber optic network provided by AEP Ohio. The availability of this infrastructure has set us apart from other communities on a national basis. Companies such as Nationwide Insurance, TJX, Discover Card, Motorist Insurance and even AEP itself now have a major presence in New Albany due to this infrastructure. With that being said, we have also lost economic development opportunities to competing states as a result of not being competitive with economic development related issues.

The plans being proposed by AEP Ohio will provide another valuable tool for luring major economic development projects to central Ohio. Manufacturing facilities, data centers, and other high-tech uses consume massive amounts of electricity, so the pricing of this commodity is one of the most important components in determining the best location for these types of facilities. Recently this concern has arisen more and more frequently as we attempt to attract additional projects. AEP Ohio's plans will allow us to market the availability of short-term electricity rate incentives and stable and predictable pricing beyond the short-term. Such programs will create additional immediate interest in New Albany and central Ohio as a destination for high-tech and innovation development projects.

The New Albany Company urges PUCO to approve AEP's Electric Security Plans.

Sincerely,


William G. Ebbeling
President
The New Albany Company

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