

FILE



The Public Utilities Commission of Ohio

13-726-EL-AGG 20

CERTIFICATION APPLICATION FOR AGGREGATORS/POWER BROKERS

Please print or type all required information. Identify all attachments with an exhibit label and title (Example: Exhibit A-5 Experience). All attachments should bear the legal name of the Applicant. Applicants should file completed applications and all related correspondence with the Public Utilities Commission of Ohio, Docketing Division; 180 East Broad Street, Columbus, Ohio 43215-3793.

A. APPLICANT INFORMATION

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

Legal Name Pure discount Energy LLC
 Address 1013 OHIO AVE PALM HARBOR FL 34683
 Telephone # 727-773-1040 Web site address (if any) Pure Discount Energy.com.

A-2 List name, address, telephone number and web site address under which Applicant will do business in Ohio

Legal Name SAME AS ABOVE.
 Address _____
 Telephone # _____ Web site address (if any) _____

A-3 List all names under which the applicant does business in North America

Pure Discount Energy LLC
PITMAN'S ACCOUNTING LLC
BOTTOM LINE MANAGEMENT CO.

A-4 Contact person for regulatory or emergency matters

Name SELYN DUSHKO
 Title CEO

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 SM Date Processed MAR 21-2013

RECEIVED-DOCKETING DIV
 2013 MAR 21 PM 2:52
 PUCO

Business address 1013 OHIO AVE. PALM HARBOR FL 34683
 Telephone # 727-773-1040 Fax # 727-773-1001
 E-mail address (if any) PATAx95@PALMHARBORACCOUNTING.COM

A-5 Contact person for Commission Staff use in investigating customer complaints

Name Selwyn Dushenko
 Title CEO
 Business address 1013 OHIO AVE PALM HARBOR FL 34683
 Telephone # 727-773-1040 Fax # 727-773-1001
 E-mail address (if any) PATAx95@PALMHARBORACCOUNTING.COM

A-6 Applicant's address and toll-free number for customer service and complaints

Customer Service address 1013 OHIO AVE PALM HARBOR FL 34683
 Toll-free Telephone # 727-773-1040 Fax #
 E-mail address (if any) PATAx95@PALMHARBORACCOUNTING.COM

A-7 Applicant's federal employer identification number # 27-4670649

A-8 Applicant's form of ownership (check one)

- ☐ Sole Proprietorship ☐ Partnership
☐ Limited Liability Partnership (LLP) ☒ Limited Liability Company (LLC)
☐ Corporation ☐ Other _____

A-9 (Check all that apply) Identify each electric distribution utility certified territory in which the applicant intends to provide service, including identification of each customer class that the applicant intends to serve, for example, residential, small commercial, mercantile commercial, and industrial. (A mercantile customer, as defined in (A) (19) of Section 4928.01 of the Revised Code, is a commercial customer who consumes more than 700,000 kWh/year or is part of a national account in one or more states).

<input checked="" type="checkbox"/> First Energy				
<input checked="" type="checkbox"/> Ohio Edison	<input type="checkbox"/> Residential	<input checked="" type="checkbox"/> Commercial	<input type="checkbox"/> Mercantile	<input checked="" type="checkbox"/> Industrial
<input checked="" type="checkbox"/> Toledo Edison	<input type="checkbox"/> Residential	<input checked="" type="checkbox"/> Commercial	<input type="checkbox"/> Mercantile	<input type="checkbox"/> Industrial
<input checked="" type="checkbox"/> Cleveland Electric Illuminating	<input type="checkbox"/> Residential	<input checked="" type="checkbox"/> Commercial	<input type="checkbox"/> Mercantile	<input type="checkbox"/> Industrial
<input checked="" type="checkbox"/> Cincinnati Gas & Electric	<input type="checkbox"/> Residential	<input checked="" type="checkbox"/> Commercial	<input type="checkbox"/> Mercantile	<input type="checkbox"/> Industrial
<input checked="" type="checkbox"/> Monongahela Power	<input type="checkbox"/> Residential	<input checked="" type="checkbox"/> Commercial	<input type="checkbox"/> Mercantile	<input type="checkbox"/> Industrial
<input checked="" type="checkbox"/> American Electric Power				
<input checked="" type="checkbox"/> Ohio Power	<input type="checkbox"/> Residential	<input checked="" type="checkbox"/> Commercial	<input type="checkbox"/> Mercantile	<input checked="" type="checkbox"/> Industrial
<input checked="" type="checkbox"/> Columbus Southern Power	<input type="checkbox"/> Residential	<input checked="" type="checkbox"/> Commercial	<input type="checkbox"/> Mercantile	<input type="checkbox"/> Industrial
<input checked="" type="checkbox"/> Dayton Power and Light	<input type="checkbox"/> Residential	<input checked="" type="checkbox"/> Commercial	<input type="checkbox"/> Mercantile	<input type="checkbox"/> Industrial

A-10 Provide the approximate start date that the applicant proposes to begin delivering services

April 15 2013

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:

✓ A-11 Exhibit A-11 "Principal Officers, Directors & Partners" provide the names, titles, addresses and telephone numbers of the applicant's principal officers, directors, partners, or other similar officials.

✓ A-12 Exhibit A-12 "Corporate Structure," provide a description of the applicant's corporate structure, including a graphical depiction of such structure, and a list of all affiliate and subsidiary companies that supply retail or wholesale electricity or natural gas to customers and companies that aggregate customers in North America.

✓ A-13 Exhibit A-13 "Company History," provide a concise description of the applicant's company history and principal business interests.

✓ A-14 Exhibit A-14 "Articles of Incorporation and Bylaws," if applicable, provide the articles of incorporation filed with the state or jurisdiction in which the Applicant is incorporated and any amendments thereto.

✓ A-15 Exhibit A-15 "Secretary of State," provide evidence that the applicant has registered with the Ohio Secretary of the State.

B. APPLICANT MANAGERIAL CAPABILITY AND EXPERIENCE

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:

✓ B-1 Exhibit B-1 "Jurisdictions of Operation," provide a list of all jurisdictions in which the applicant or any affiliated interest of the applicant is, at the date of filing the application, certified, licensed, registered, or otherwise authorized to provide retail or wholesale electric services including aggregation services.

✓ B-2 Exhibit B-2 "Experience & Plans," provide a description of the applicant's experience and plan for contracting with customers, providing contracted services, providing billing statements, and responding to customer inquiries and complaints in accordance with Commission rules adopted pursuant to Section 4928.10 of the Revised Code.

B-3 **Exhibit B-3 "Summary of Experience,"** provide a concise summary of the applicant's experience in providing aggregation service(s) including contracting with customers to combine electric load and representing customers in the purchase of retail electric services. (e.g. number and types of customers served, utility service areas, amount of load, etc.).

B-4 **Exhibit B-4 "Disclosure of Liabilities and Investigations,"** provide a description of all existing, pending or past rulings, judgments, contingent liabilities, revocation of authority, regulatory investigations, or any other matter that could adversely impact the applicant's financial or operational status or ability to provide the services it is seeking to be certified to provide.

B-5 Disclose whether the applicant, a predecessor of the applicant, or any principal officer of the applicant have ever been convicted or held liable for fraud or for violation of any consumer protection or antitrust laws within the past five years.

☐ No ☐ Yes

If yes, provide a separate attachment labeled as **Exhibit B-5 "Disclosure of Consumer Protection Violations"** detailing such violation(s) and providing all relevant documents.

B-6 Disclose whether the applicant or a predecessor of the applicant has had any certification, license, or application to provide retail or wholesale electric service including aggregation service denied, curtailed, suspended, revoked, or cancelled within the past two years.

☐ No ☐ Yes

If yes, provide a separate attachment labeled as **Exhibit B-6 "Disclosure of Certification Denial, Curtailment, Suspension, or Revocation"** detailing such action(s) and providing all relevant documents.

C. APPLICANT FINANCIAL CAPABILITY AND EXPERIENCE

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:

✓ **C-1** **Exhibit C-1 "Annual Reports,"** provide the two most recent Annual Reports to Shareholders. If applicant does not have annual reports, the applicant should provide similar information in Exhibit C-1 or indicate that Exhibit C-1 is not applicable and why.

✓ **C-2** **Exhibit C-2 "SEC Filings,"** provide the most recent 10-K/8-K Filings with the SEC. If applicant does not have such filings, it may submit those of its parent company. If the applicant does not have such filings, then the applicant may indicate in Exhibit C-2 that the applicant is not required to file with the SEC and why.

✓ **C-3 Exhibit C-3 "Financial Statements,"** provide copies of the applicant's two most recent years of ~~audited~~ financial statements (balance sheet, income statement, and cash flow statement). If audited financial statements are not available, provide officer certified financial statements. If the applicant has not been in business long enough to satisfy this requirement, it shall file audited or officer certified financial statements covering the life of the business.

✓ **C-4 Exhibit C-4 "Financial Arrangements,"** provide copies of the applicant's financial arrangements to conduct CRES as a business activity (e.g., guarantees, bank commitments, contractual arrangements, credit agreements, etc.,).

✓ **C-5 Exhibit C-5 "Forecasted Financial Statements,"** provide two years of forecasted financial statements (balance sheet, income statement, and cash flow statement) for the applicant's CRES operation, along with a list of assumptions, and the name, address, e-mail address, and telephone number of the preparer.

✓ **C-6 Exhibit C-6 "Credit Rating,"** provide a statement disclosing the applicant's credit rating as reported by two of the following organizations: Duff & Phelps, Dun and Bradstreet Information Services, Fitch IBCA, Moody's Investors Service, Standard & Poors, or a similar organization. In instances where an applicant does not have its own credit ratings, it may substitute the credit ratings of a parent or affiliate organization, provided the applicant submits a statement signed by a principal officer of the applicant's parent or affiliate organization that guarantees the obligations of the applicant.

✓ **C-7 Exhibit C-7 "Credit Report,"** provide a copy of the applicant's credit report from Experian, Dun and Bradstreet or a similar organization.

✓ **C-8 Exhibit C-8 "Bankruptcy Information,"** provide a list and description of any reorganizations, protection from creditors or any other form of bankruptcy filings made by the applicant, a parent or affiliate organization that guarantees the obligations of the applicant or any officer of the applicant in the current year or within the two most recent years preceding the application.

C-9 **Exhibit C-9 "Merger Information,"** provide a statement describing any dissolution or merger or acquisition of the applicant within the five most recent years preceding the application.

[Signature] CEO
Signature of Applicant & Title

Sworn and subscribed before me this 16 day of November, 2012
Month Year

[Signature]
Signature of official administering oath

GAWLE ANETA
Print Name and Title

My commission expires on _____



ANETA GAWLE
MY COMMISSION # EE 003202
EXPIRES: June 22, 2014
Bonded Thru Budget Notary Services



DATE	DOCUMENT ID	DESCRIPTION	FILING	EXPED	PENALTY	CERT	COPY
/2012	201234900401	REGISTRATION OF FOREIGN FOR PROFIT LLC (LFP)	125.00	.00	.00	.00	.00

Receipt

This is not a bill. Please do not remit payment.

PURE DISCOUNT ENERGY LLC
1013 OHIO AVE
PALM HARBOR, FL 34683

**STATE OF OHIO
CERTIFICATE**

Ohio Secretary of State, Jon Husted

2157940

It is hereby certified that the Secretary of State of Ohio has custody of the business records for

PURE DISCOUNT ENERGY LLC

and, that said business records show the filing and recording of:

Document(s):

REGISTRATION OF FOREIGN FOR PROFIT LLC

Document No(s):

201234900401



United States of America
State of Ohio
Office of the Secretary of State

Witness my hand and the seal of the
Secretary of State at Columbus, Ohio
this 12th day of December, A.D.
2012.

Jon Husted

Ohio Secretary of State

**Electronic Articles of Organization
For
Florida Limited Liability Company**

L11000011965
FILED 8:00 AM
January 28, 2011
Sec. Of State
gmcleod

Article I

The name of the Limited Liability Company is:
PURE DISCOUNT ENERGY LLC

Article II

The street address of the principal office of the Limited Liability Company is:
1013 OHIO AVE
PALM HARBOR, FL. US 34683

The mailing address of the Limited Liability Company is:
1013 OHIO AVE
PALM HARBOR, FL. US 34683

Article III

The purpose for which this Limited Liability Company is organized is:
ANY AND ALL LAWFUL BUSINESS.

Article IV

The name and Florida street address of the registered agent is:
PINNACLE ACCOUNTING LLC
1013 OHIO AVE
PALM HARBOR, FL. 34683

Having been named as registered agent and to accept service of process for the above stated limited liability company at the place designated in this certificate, I hereby accept the appointment as registered agent and agree to act in this capacity. I further agree to comply with the provisions of all statutes relating to the proper and complete performance of my duties, and I am familiar with and accept the obligations of my position as registered agent.

Registered Agent Signature: ANETA GAWLE

Article V

The name and address of managing members/managers are:

Title: MGR
CHARLOTTE DUSHEIKO
78 N CANAL DR
PALM HARBOR, FL. 34684 US

Title: MGR
GAWLE ANETA
1013 OHIO AVE
PALM HARBOR, FL. 34683

L11000011965
FILED 8:00 AM
January 28, 2011
Sec. Of State
gmcleod

Article VI

The effective date for this Limited Liability Company shall be:

01/27/2011

Signature of member or an authorized representative of a member

Electronic Signature: ANETA GAWLE

I am the member or authorized representative submitting these Articles of Organization and affirm that the facts stated herein are true. I am aware that false information submitted in a document to the Department of State constitutes a third degree felony as provided for in s.817.155, F.S. I understand the requirement to file an annual report between January 1st and May 1st in the calendar year following formation of the LLC and every year thereafter to maintain "active" status.

FLORIDA DEPARTMENT OF STATE
DIVISION OF CORPORATIONS

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No Events No Name History

Detail by Entity Name

Florida Limited Liability Company

PURE DISCOUNT ENERGY LLC

Filing Information

Document Number L11000011965
FE/EIN Number 274670649
Date Filed 01/28/2011
State FL
Status ACTIVE
Effective Date 01/27/2011

Principal Address

1013 OHIO AVE
PALM HARBOR FL 34683 US

Mailing Address

1013 OHIO AVE
PALM HARBOR FL 34683 US

Registered Agent Name & Address

PINNACLE ACCOUNTING LLC
1013 OHIO AVE
PALM HARBOR FL 34683 US

Manager/Member Detail

Name & Address

Title MGR
DUSHEIKO, CHARLOTTE
78 N CANAL DR
PALM HARBOR FL 34684 US

Title MGR
ANETA, GAWLE
1013 OHIO AVE
PALM HARBOR FL 34683

Annual Reports

Report Year Filed Date
2012 04/24/2012

Document Images

04/24/2012 -- ANNUAL REPORT View image in PDF format
01/28/2011 -- Florida Limited Liability View image in PDF format

Note: This is not official record. See documents if question or conflict.

[Previous on List](#) [Next on List](#) [Return To List](#) Entity Name Search
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State of Florida, Department of State

Exhibit

A-14

A-15

A-17

1:00 PM
03/18/13
Accrual Basis

Pure Discount Energy LLC
Profit & Loss
January through December 2012

	<u>Jan - Dec 12</u>
Ordinary Income/Expense	
Income	
47900 · Sales	597,500.13
Total Income	597,500.13
Cost of Goods Sold	
50000 · Cost of Goods	35,512.32
51000 · Commitments 1099	58,738.53
Total COGS	94,250.85
Gross Profit	503,249.28
Expense	
60000 · Advertising and Promotion	2,294.40
60200 · Automobile Expense	9,174.62
60400 · Bank Service Charges	796.29
60500 · Gifts and Bonuses	3,930.94
61000 · Business Licenses and Permits	4,415.96
61700 · Computer and Internet Expenses	291.01
62000 · Continuing Education	50.00
62400 · Depreciation Expense	5,394.00
62500 · Dues and Subscriptions	263.94
63300 · Insurance Expense	1,936.75
63400 · Interest Expense	0.79
63500 · Janitorial Expense	2,720.00
64300 · Meals and Entertainment	9,192.39
64900 · Office Supplies	7,077.79
66000 · Payroll Expenses	279,285.78
66500 · Postage and Delivery	215.48
66700 · Professional Fees	200.00
66900 · Reconciliation Discrepancies	-289.08
67100 · Rent Expense	13,900.00
67200 · Repairs and Maintenance	37,897.80
68100 · Telephone Expense	5,809.34
68400 · Travel Expense	567.76
68600 · Utilities	2,801.25
69800 · Uncategorized Expenses	0.00
Total Expense	387,927.21
Net Ordinary Income	115,322.07
Other Income/Expense	
Other Income	
49000 · Interest Income	9.75
Total Other Income	9.75
Net Other Income	9.75
Net Income	<u>115,331.82</u>

Pure Discount Energy LLC
Balance Sheet
As of December 31, 2012

	Dec 31, 12
ASSETS	
Current Assets	
Checking/Savings	
10001 - Chase Bank	-46.19
10002 - Chase Saving	10,963.84
10006 - Cash on Hand	269.00
Total Checking/Savings	11,186.65
Other Current Assets	
16200 - Payroll Advances	929.16
Total Other Current Assets	929.16
Total Current Assets	12,115.81
Fixed Assets	
15000 - Furniture and Equipment 2011	
AC Equipment	535.69
Computers + Monitors 2011	2,809.49
Desks + Chairs	2,689.00
Electronic Equipment	979.56
Software Dial	2,675.00
15001 - Accum Depr 2011	-4,931.00
Total 15000 - Furniture and Equipment 2011	4,757.74
15002 - Furniture and Fixtures 2012	
AC Split System	2,700.00
AC Unit Front Office	3,900.00
Accum Depr 2013	-2,499.00
Computers + Monitors	5,254.47
Cubicles	800.00
Manager Desk + Cabinets	525.00
Tablets	1,581.44
Total 15002 - Furniture and Fixtures 2012	12,261.91
Total Fixed Assets	17,019.65
TOTAL ASSETS	29,135.46
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
24000 - Payroll Liabilities	5,967.15
Total Other Current Liabilities	5,967.15
Total Current Liabilities	5,967.15
Long Term Liabilities	
24500 - Loans	
Loan form Pinnacle Accounting	11,001.60
Loan From the BLMC	5,888.80
Loan Krall	-2,960.34
Total 24500 - Loans	13,930.06
Total Long Term Liabilities	13,930.06
Total Liabilities	19,897.21
Equity	
31400 - Selwyn Dusheiko	
Aneta	-3,952.31
31400 - Selwyn Dusheiko - Other	-71,313.09
Total 31400 - Selwyn Dusheiko	-75,265.40

2:36 PM
03/18/13
Accrual Basis

Pure Discount Energy LLC
Balance Sheet
As of December 31, 2012

	Dec 31, 12
32000 - Retained Earnings	-30,828.17
Net Income	115,331.82
Total Equity	9,238.25
TOTAL LIABILITIES & EQUITY	29,135.46

Pure Discount Energy LLC

Projected
Profit & Loss
Jan through Dec
For
2013 2014

	<u>2013</u>	<u>2014</u>
Ordinary Income/Expense		
Income		
47900 · Sales	687,125.15	790,193.92
Total Income	<u>687,125.15</u>	<u>790,193.92</u>
Cost of Goods Sold		
50000 · Cost of Goods	40,839.17	46,965.04
51000 · Committions 1099	67,549.31	77,681.71
Total COGS	<u>108,388.48</u>	<u>124,646.75</u>
Gross Profit	<u>578,736.67</u>	<u>665,547.17</u>
Expense		
60000 · Advertising and Promotion	2,638.56	3,034.34
60200 · Automobile Expense	10,550.81	12,133.43
60400 · Bank Service Charges	915.73	1,053.09
60500 · Gifts and Bonuses	4,520.58	5,198.67
61000 · Business Licenses and Permits	5,078.35	5,840.11
61700 · Computer and Internet Expenses	334.66	384.86
62000 · Continuing Education	57.50	66.13
62400 · Depreciation Expense	6,203.10	7,133.57
62500 · Dues and Subscriptions	303.53	349.06
63300 · Insurance Expense	2,227.26	2,561.35
63400 · Interest Expense	0.91	1.04
63500 · Janitorial Expense	3,128.00	3,597.20
64300 · Meals and Entertainment	10,571.25	12,156.94
64900 · Office Supplies	8,139.46	9,360.38
66000 · Payroll Expenses	321,178.65	369,355.44
66500 · Postage and Delivery	247.80	284.97
66700 · Professional Fees	230.00	264.50
66900 · Reconciliation Discrepancies		
67100 · Rent Expense	15,985.00	18,382.75
67200 · Repairs and Maintenance	43,582.47	50,119.84
68100 · Telephone Expense	6,680.74	7,682.85
68400 · Travel Expense	652.92	750.86
68600 · Utilities	3,221.44	3,704.65
69800 · Uncategorized Expenses		
Total Expense	<u>446,448.73</u>	<u>513,416.04</u>
Net Ordinary Income	<u>240,676.42</u>	<u>276,777.88</u>

Pure Discount Energy LLC

Projected

Profit & Loss

Jan through Dec

For

2013 2014

	<u>2013</u>	<u>2014</u>
Ordinary Income/Expense		
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47900 · Sales	687,125.15	790,193.92
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50000 · Cost of Goods	40,839.17	46,965.04
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66700 · Professional Fees	230.00	264.50
66900 · Reconciliation Discrepancies		
67100 · Rent Expense	15,985.00	18,382.75
67200 · Repairs and Maintenance	43,582.47	50,119.84
68100 · Telephone Expense	6,680.74	7,682.85
68400 · Travel Expense	652.92	750.86
68600 · Utilities	3,221.44	3,704.65
69800 · Uncategorized Expenses		
Total Expense	446,448.73	513,416.04
Net Ordinary Income	240,676.42	276,777.88

Pure Discount Energy

-A-

A11 See attached Articles of Organization

A12 PDE is a Limited Liability Company with 2 partners. The Partnership is located at 1013 Ohio Ave, Palm Harbor FL 34683.

The executive structure is as follows:

CEO	Selwyn Dusheiko
CFO/Partner	Aneta Gawle
COO	Lamont Atkins
Accusation/Compliance	Edward Longstreet
Partner	Charlotte Dusheiko

We market Electricity and Natural Gas for the following companies* in various deregulated States *

- Aep Energy
- Public Power Energy
- Respond Energy

* The State and Suppliers can and do change, depending upon market conditions, pricing, and terms of contracts.

A13 PDE was formed on the 28th January 2011, we are 100% committed to the Deregulation Energy Program. We do not have any affiliated companies, nor do we market any another services and or products.

Our market is residential and commercial consumers of Electricity and Natural Gas in deregulated States.

=====

Pure Discount Energy

-B-

B1. We market in the following territories under an exclusive contract with various supplies.

- Connecticut.
- Pennsylvania.
- New Jersey.
- New York.

B2 Pure Discount Energy LLC was establish on the 27th January 2011, we only market in the Deregulated States. We are 100% committed to the energy industry; we do not market any other products and or services.

- The Executive and Management personal has a combined experience in marketing to the Residential and Commercial energy industry that exceeds 20 years, furthermore they have 35 years in the telemarketing industry.
- We purchase Residential leads from lead generating companies that subscribe to the DNC, and scrub their list against the DNC data base. We also purchase the rights to scrub our lead in the area codes that we have campaigns running.
- Before we engage in a campaign we establish local telephone numbers in the territories, which is convenient and no costs to the consumer in the event they would like to contact us directly. We also provide them with a 800 that will connect them directly to the Suppliers customers service department

B3 Pure Discount Energy LLC does not provide aggregation services; we only contact residential and business consumers on behalf of the aggregator(s) via the telephone

B4 There are no rulings, judgments, liabilities or revocation of authority against Pure Discount Energy LLC

B5 No Applicant, predecessor of the applicant, or principle officer of the applicant has been convicted or held liable for fraud or for violation of any consumer protection or antitrust laws within the past five years.

B6 No Applicant, predecessor of the applicant, or principle officer of the applicant has had any certification, license, or application to provide retail or wholesale electric service including aggregation service denied, curtailed, suspended, revoked or cancelled within the past two years.

=====

Pure Discount Energy

-C-

- C1 We do not produce annual reports for Shareholders/Partners as PDE as all Partners hold active position, and are part of the daily decision making process of the business.
- C2 PDE is a private owned and operated LLC. We do not and are not required to file any financial documents with the SEC.
- C3 Attached are 2011 and 2012 unaudited Profit & Loss and Balance Sheet Statements.
- C4 Do not take title of power.
- C5 See attached projected two years forecasted projections.
- C6 We are not members and do not uses the mentioned credit agencies.
- C7 We are not members and do not uses the mentioned credit agencies.
- C8. Not applicable. Does not apply.
- C9. Not applicable. Does not apply.

=====

AFFIDAVIT

State of Florida :

Palm Harbor^{ss.}
(Town)

County of Pinellas :

Selwyn Dusheiko Affiant, being duly sworn/affirmed according to law, deposes and says that:

He/She is the CEO (Office of Affiant) of Pure Discount Energy LLC (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 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 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.

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.

[Signature] CEO
Signature of Affiant & Title

Sworn and subscribed before me this 16 day of November 2012
Month Year

[Signature]
Signature of official administering oath

GAWLE ANETA
Print Name and Title

My commission expires on _____



ANETA GAWLE
MY COMMISSION # EE 003202
EXPIRES: June 22, 2014
Bonded Thru Budget Notary Services