

From: Jason Fox <jasonfox@astralenergyllc.com>
Sent: Monday, November 30, 2020 3:28 PM
To: Conway, Daniel <Daniel.Conway@puco.ohio.gov>
Subject: Astral Energy Ultimate Power Plan(R)

Mr. Daniel R. Conway
Commissioner
Ohio Public Utilities Commission

Attn.: Mr. Conway:

I would like to personally express my thanks for your support of Astral Energy's Ultimate Power Plan® (residential unlimited monthly electricity for one flat all-inclusive price). It is disappointing that we cannot offer this product to the residents of Ohio.

We are currently marketing this product in the states of New Jersey, Pennsylvania, Massachusetts, and Maryland with positive results and no regulatory issues. In fact we are planning to introduce a 12-month unlimited product with the added benefit of a 20% discount off the entire bill if the consumer chooses to prepay. The Ultimate Power Plan® offers budgetary certainty along with zero financial risk to the consumer. We do not emphasize savings or discount.

Astral Energy is currently offering consumers in Ohio a fixed rate product. As the industry is aware most consumers use between 700-1000 KWh per month, so the actual savings in comparison to the local utility default rate could be relatively small and change on a monthly basis, that is why Astral has not participated in energy aggregation.

Astral spent considerable funds engaging legal counsel to appeal staffs and the consumer boards negative recommendation to your fellow commissioners. We even had a ruling from an administrative judge reviewing our petition. Again, much thanks for your open mindedness in your dissenting opinion. If you think in the future that there is a possibility of allowing this innovative product to be introduced into Ohio, please let me know.

Regards,

Jason K. Fox

President/CEO of Astral Energy LLC

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This foregoing document was electronically filed with the Public Utilities

Commission of Ohio Docketing Information System on

12/1/2020 5:13:01 PM

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Case No(s). 18-0743-EL-WVR

Summary: Public Comment of Jason Fox, via website, electronically filed by Docketing Staff
on behalf of Docketing