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August 8, 2023

**VIA UPS**

Tanowa Troupe, Secretary  
Public Utilities Commission of Ohio  
180 E. Broad Street, 11<sup>th</sup> Floor  
Columbus, OH 43215-3793

**Re: Direct Energy Business Marketing, LLC n/k/a NRG Business Marketing (13-303G)**

Dear Ms. Troupe:

In accordance with Ohio Administrative Code Rule 4901:1-24-11 and 4901:1-27-11, please accept this letter as formal notice of the legal entity name change of Direct Energy Business Marketing, LLC to NRG Business Marketing LLC, effective August 1, 2023.

Direct Energy Business Marketing, LLC, now known as NRG Business Marketing LLC, makes the following update to its above-mentioned gas license to reflect the legal entity name change to NRG Business Marketing LLC.

A-2. Applicant's Legal Name: **NRG Business Marketing LLC**

Please see Attachment A for the supporting documentation reflecting the legal name change, along with the notice that was sent to impacted customers as Attachment B.

Should you have any questions or require additional information, please contact Bryce McKenney at (330) 730-4941 or via email at [Bryce.McKenney@nrg.com](mailto:Bryce.McKenney@nrg.com).

Sincerely,

*Heather Caporale*

Heather Caporale  
Regulatory Compliance Analyst

Enclosure

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 *EL* Date Processed *8/9/2023*

# Delaware

The First State

Page 1

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "DIRECT ENERGY BUSINESS MARKETING, LLC", CHANGING ITS NAME FROM "DIRECT ENERGY BUSINESS MARKETING, LLC" TO "NRG BUSINESS MARKETING LLC", FILED IN THIS OFFICE ON THE THIRTY-FIRST DAY OF JULY, A.D. 2023, AT 12:51 O'CLOCK P.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF AMENDMENT IS THE FIRST DAY OF AUGUST, A.D. 2023 AT 12:02 O'CLOCK A.M.



  
Jeffrey W. Bullock, Secretary of State

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SR# 20233120875

You may verify this certificate online at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)

Authentication: 203856833  
Date: 07-31-23

State of Delaware  
Secretary of State  
Division of Corporations  
Delivered 12:50 PM 07/31/2023  
FILED 12:51 PM 07/31/2023  
SR 20233120875 - File Number 5306943

## STATE OF DELAWARE CERTIFICATE OF AMENDMENT

1. Name of Limited Liability Company: Direct Energy Business Marketing, LLC
2. The Certificate of Formation of the limited liability company is hereby amended as follows:

The name of the Company is changed to: NRG Business Marketing LLC

The effective date and time of the name change shall be August 1, 2023 at 12:02 a.m.

IN WITNESS WHEREOF, the undersigned have executed this Certificate on  
the 12th day of July, A.D. 2023

By: 

Authorized Person(s)

Name: Kevin L. Cole

Print or Type



June 23, 2023

<<Company>>

<<Address 1>>

<<Address 2>>

<<City>>, <<State>> <<Zip>>

## Important Integration Update from Direct Energy Business and NRG

Direct Energy Business natural gas is rebranding to NRG

Dear Valued Customer,

Thank you for trusting us with your natural gas supply — we appreciate the opportunity to serve you. We have some important information to share about our integration with NRG.

### ***What's going on?***

When NRG Energy, Inc. acquired Direct Energy Business in 2021, the companies began a journey to create a best-in-class experience for all customers across NRG's trusted family of business brands. This has included combining resources and identifying the best processes and technology platforms to support all customers under one brand — NRG. We're glad to have you with us on this journey.

### ***What changes can I expect?***

On August 1, 2023, you will see a change from Direct Energy Business branding to NRG branding across all elements of the natural gas customer experience. You will notice the following:

- Your invoice from us will be branded NRG (if you are billed by the utility on our behalf, you'll notice "NRG Business Marketing, LLC" as your supplier designation).
- The MyAccount portal will include the NRG logo and branding for natural gas.
- Our post-sale support materials will reflect the NRG brand.

As part of the rebranding to NRG, our **legal entity for natural gas is changing from Direct Energy Business Marketing, LLC to NRG Business Marketing, LLC**. We will have a new W9 for natural gas available on MyAccount beginning Aug. 1. This is important if you have us set up as a vendor in your accounts payable system, as you may want to change your "remit to payee" to NRG Business Marketing, LLC.

(over)



### ***What isn't changing?***

Most things will **remain unchanged** or will simply be rebranded to NRG:

- your current price, contract and terms
- your invoice format/billing type
- your online account management portal, MyAccount and your login information  
*Note: you will notice a new URL listed on your invoice: [nrg.com/myaccount](http://nrg.com/myaccount), but it will take you to the same MyAccount login page you've been using.*
- your remittance options, as well as our lockbox information if you mail in payments  
*Note: we will continue to accept checks made out to Direct Energy Business and Direct Energy Business Marketing, LLC but we recommend updating the payee to "NRG Business Marketing, LLC."*
- your sales support team – you can continue to reach out to the same account executive or energy broker
- your Pittsburgh-based care team  
*Note: you will notice a change in name reference, phone number and a new email address specific to gas-related questions and concerns, but your support team is the same.*

NRG Client Relations  
[GasSupport@nrg.com](mailto:GasSupport@nrg.com)  
 844.737.6742

Keep in mind that if you also have electricity supply service with us, all elements of your electricity customer experience will remain branded as Direct Energy Business for the time being.

As we grow together, we look forward to continuing to provide the level of care and expertise you've come to expect—and regularly enhancing that experience with valuable tools and benefits for your business. Please reach out if you have any questions and thank you for being a valued customer.

Warm Regards,

NRG Client Services  
 844.737.6742  
[GasSupport@nrg.com](mailto:GasSupport@nrg.com)