

July 16, 2014

Mr. Charles Jones
Executive Vice President and President
FirstEnergy Utilities
76 South Main Street
Akron, Ohio 44308

Re: Billing and Marketing Request – Please Keep Confidential

Dear Mr. Jones:

It is our understanding that currently The Cleveland Electric Illuminating Company, Ohio Edison Company, and Toledo Edison Company (collectively, "FirstEnergy") provide Home Serve USA or its dba, designee or related entity ("Home Serve") with access to the FirstEnergy customer bill for purposes of invoicing customers for Home Serve products and/or services, as well as other access to customer lists or other affinity relationships. It is also our understanding that FirstEnergy allows Home Serve to use FirstEnergy's website to advertise and enroll customers in Home Serve products. Please accept this letter as IGS Energy's and affiliated companies' (collectively "IGS") formal request of FirstEnergy be afforded the same or similar benefits as those provided to Home Serve to market and invoice warranty products and services to FirstEnergy's residential utility customer base.

It is IGS's position that providing marketing and billing services to Home Serve, and declining to provide the same services for other companies that offer substantially similar products, is a violation of Ohio Revised Code 4905.35(A) which prohibits a public utility from giving "any undue or unreasonable preference or advantage to any person, firm, corporation, or locality, or subject any person, firm, corporation, or locality to any undue or unreasonable prejudice or disadvantage." Also, it is our position that offering marketing and billing services to one company, while declining to provide those same services to a similarly situated competitor, constitutes a violation of Ohio Revised Code 4905.26 which prohibits "unjustly discriminatory" and "unjustly preferential" action by a public utility.

Thank you for your assistance with this request. I appreciate, in advance, your cooperation with resolving this matter and look forward to working with you in the future. Please feel free to contact me directly with any questions.

Sincerely,



Scott White, President
IGS Energy

cc: James Burke
Kathy Kolich