

FirstEnergy**FAX**76 South Main Street
Akron, Ohio 44308James W. Burk
Senior Attorney330-384-5861
Fax: 330-384-3875

July 10, 2007

Ms. Renee J. Jenkins
Director, Administration Department
Secretary to the Commission
Docketing Division
The Public Utilities Commission of Ohio
180 East Broad Street
Columbus, OH 43266-5073

PUCO

2007 JUL 12 PM 12:01

RECEIVED-DOCKETING DIV

Re: Application to Establish a Competitive Bidding Process
Case No. 07-196-EL-ATA, Case No. 07-197-EL-AAM

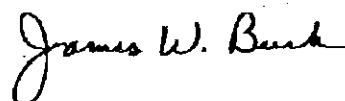
Dear Ms. Jenkins:

Please file this letter, the Application and all of the attachments thereto as Ohio Edison Company's, The Cleveland Electric Illuminating Company's and The Toledo Edison Company's ("Companies") proposal to establish a competitive bidding process. This Application, if approved, establishes the processes and mechanisms necessary for the Companies to acquire generation through a competitive bidding process for the purpose of serving retail load in the Companies' service territories commencing in 2009.

Pursuant to O.A.C. 4901:1-35-04, a copy of this letter is being served upon all persons that were parties in the Companies' electric transition plan ("ETP") cases and upon all certified suppliers that are currently registered to provide competitive retail electric service in the Companies' service territories. A copy of the application and any waiver requests are available through the Commission's web site, available at the Companies' main office, available at the Commission's offices, and any other sites at which the Companies will maintain a copy of the application and any waiver requests. To obtain an electronic copy of the filing, please contact Ben Rich at brich@firstenergycorp.com.

Thank you for your assistance in this matter. Please contact me if you have any questions concerning this matter.

Very truly yours,



Enc.

cc: Service List in Case No. 99-1212-EL-ETP et al.
Certified Retail Electric Service Providers

This is to certify that the images appearing on the
accurate and complete reproduction of a case file
document delivered in the regular course of business.
Technician Am Date Processed 7/12/07