

COMPETITIVE RETAIL ELECTRIC SERVICE

(check all that apply):

- | | |
|--|---|
| <input type="radio"/> AGGREGATOR | <input type="radio"/> RETAIL ELECTRIC GENERATION PROVIDER |
| <input type="radio"/> GOVERNMENTAL AGGREGATOR | <input checked="" type="checkbox"/> POWER BROKER |
| <input checked="" type="checkbox"/> POWER MARKETER | |

INTRASTATE ANNUAL REPORT OF Direct Energy Business, LLC

(Exact legal name of respondent)

If name was changed during the year, show also the
previous name and date of change.

Liberty Center, 1001 Liberty Avenue, Pittsburgh, PA 15222

(Address of principal business office at end of year)

TO THE PUBLIC UTILITIES COMMISSION OF OHIO

FOR THE
YEAR ENDED DECEMBER 31, 2009

Name, title address and telephone number (including area code) of the person to be contacted concerning this report.

Carl W. Boyd
Manager of Regulatory Compliance & Licensing
Direct Energy Business, LLC
Liberty Center
1001 Liberty Avenue
Pittsburgh, PA 15222
412.667.5272
carl.boyd@directenergy.com

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IDENTITY OF RESPONDENT

1. State whether respondent is a corporation, a joint stock association, a firm or partnership, or an individual.

Direct Energy Business, LLC is a Limited Liability Company.

2. Identify names of affiliate and subsidiary companies of the respondent.

Direct Energy Business, LLC is wholly owned by Direct Energy Services, LLC. Direct Energy Services, LLC is an indirect, wholly-owned subsidiary of Centrica plc. Direct Energy Services, LLC, Direct Energy, LP, CPL Retail Energy, LP and WTU Retail Energy, LP are the only companies affiliated with Direct Energy Business, LLC that supply retail or wholesale electricity and/or natural gas to customers in North America.

3. Date when respondent began operations in Ohio.

January 1, 2001

4. If a consolidated or merged company, give names of each such incident, date, and Commission authority. If a reorganized company, give name of original corporation.

Direct Energy Business, LLC was not part of a consolidation or merger in 2009.

5. If incorporated specify (a) Date of filing articles of incorporation: **September 24, 1998**
(b) State in which incorporated: **Delaware**

6. Ohio certificate number, case number granting authority and date issued.

Original Certificate Number 00-005(1) issued October 27, 2000 in PUCO docket 00-1758-EL-CRS. Renewal Certificate Number 00-005(5) issued November 3, 2008 in PUCO docket 00-1758-EL-CRS.

7. State whether or not the respondent during the year conducted any part of its business under a name or names other than that shown on Title Page. If so, give full particulars.

Direct Energy Business, LLC did not conduct business during 2009 under a name other than that shown on the Title Page.

8. Description of Ohio service territory served by respondent.

Direct Energy Business, LLC serves in the following territories:

- **Cleveland Electric Illuminating**
- **Columbus Southern Power**
- **Duke Energy**
- **Dayton Power and Light**
- **Ohio Edison**
- **Toledo Edison**

IMPORTANT CHANGES DURING THE YEAR

Report important changes of the types listed. Except as otherwise indicated, data furnished should apply to the same period the report covers. Answers should be numbered in accordance with the inquiries and if "none" states the fact, it should be used. If information, which answers an inquiry, is given elsewhere in the report, identification of the other answer will be sufficient.

1. Changes in ownership or control (shareholders holding 5% or more of outstanding stock).

None.

2. Other important changes: Give brief particulars of each other important change, which is not disclosed elsewhere in this report.

See attached Exhibit A for a list of corporate officers. This list includes slight personnel changes since the previous Annual Report to the PUCO in April 2009.

See attached Exhibit B for a copy of the notice provided to the PUCO on December 10, 2009 regarding a change of address for the principal place of business of Direct Energy Business, LLC.

*Please note any material changes that occurred during the year are also required to be filed in the respective CRES case docket (EL-CRS, EL-AGG, EL-GAG) pursuant to CRES Rule 4901:1-24-20.

**STATEMENT OF INTRASTATE
GROSS RECEIPTS AND KWH SALES**

Customer Class	Sales (kWh)	Earnings(\$)
Residential		
Commercial	193,290,000	\$26,847,000
Industrial	12,047,000	\$1,715,000
Other		
Total	205,337,000	\$28,562,000

Instructions:

This information is used for PUCO annual assessment purposes pursuant to Section 4905.10, Revised Code. The reporting company shall report its intrastate gross earnings for the provision of retail services (e.g. Retail Electric Generation, Broker, Marketer, Governmental Aggregator) for which it is subject to certification by the PUCO under Section 4928, Revised Code. In addition, power providers please provide all corresponding sales of kilowatt hours of electricity. Sales of kilowatt hours of electricity are deemed to occur at the meter of the retail customer.

The reporting company shall maintain supporting and/or subsidiary records to separately record receipts and sales of electricity derived from operations other than in Ohio. Information presented herein is subject to audit by the PUCO.

COMPANY CONTACTS

IN ORDER TO ENSURE THAT PUCO CORRESPONDENCE IS DIRECTED TO THE APPROPRIATE PERSON AT THE CORRECT ADDRESS, PLEASE COMPLETE THE FOLLOWING.

**Name, Title, Address, and Phone Number of the Company's Contact Persons
To Receive Entries and Orders from the Docketing Division**

Teresa Ringenbach
Name

Manager, Government and Regulatory Affairs
Title

5400 Frantz Road, Suite 350, Columbus, OH 43016

Address

614.799.3427

Phone Number (Including Area Code)

teresa.ringenbach@directenergy.com

E-Mail Address

**Name, Title, Address, and Phone Number of Person to whom Invoice
Should be directed**

Carl W. Boyd
Name

Manager of Regulatory Compliance & Licensing
Title

Liberty Center, 1001 Liberty Avenue, Pittsburgh, PA 15222

Address

412.667.5272

Phone Number (Including Area Code)

Name and Address of the President

Maura Clark
Name

President

Liberty Center, 1001 Liberty Avenue, Pittsburgh, PA 15222

Address

VERIFICATION

The President or Chief Officer of the company must verify the foregoing report. The oath required may be taken before any person authorized to administer an oath by the laws of the State in which the same is taken.

OATH

State of Pennsylvania


County of Allegheny

Maura Clark makes oath and says that
(Insert here the name of the affiant)

she is President
(Insert here the official title of deponent)

of Direct Energy Business, LLC
(Insert here the exact legal title or name of the respondent)

that he has examined the foregoing report; that to the best of his knowledge, information, and belief, all statements of fact contained in the said report are true and the said report is a correct statement of the business and affairs of the above-named respondent in respect to each and every matter set forth therein during the period from January 1, 2009, to and including December 31, 2009.


(Signature of affiant)



COMMONWEALTH OF PENNSYLVANIA

Notarial Seal
Kevin C. Macken, Notary Public
City of Pittsburgh, Allegheny County
My Commission Expires Jan. 14, 2014
Member, Pennsylvania Association of Notaries

Exhibit A

The following is a current list of the officers of Direct Energy Business, LLC:

Maura Clark
President
(412) 804-5555

Peggy Lunsmann
Vice President, US Operations and IS
(412) 667-5222

Paul Dobson
Senior Vice-President, Finance
(412) 304-9830

Lisa Delsante
Assistant Secretary
(412) 667-5151

Exhibit B



Carl Boyd
Manager of Regulatory Compliance & Licensing
Direct Energy Business
412.667.5272
carl.boyd@directenergy.com

December 10, 2009

Public Utilities Commission of Ohio
Docketing Division
180 East Broad Street
Columbus, OH 43215-3793

RE: Update to Registration Information for Direct Energy Business, LLC – Certificate 00-005(5)

To Whom It May Concern:

As of December 14, 2009, Direct Energy Business, LLC will have a new address for its principal place of business:

Direct Energy Business, LLC
Liberty Center
1001 Liberty Avenue
Pittsburgh, PA 15222

Relevant pages from the Renewal Application are included for reference, including updated information highlighted in Sections A-2, A-6 and A-7.

If there are any questions or comments regarding this submission, please contact me.

Regards,



Carl W. Boyd

Enclosures

cc: Ohio Consumers' Council
Charles Stockhausen, PUCO



Original CRS Case Number	Version
00-1758-EL-CRS	August 2004

RENEWAL APPLICATION FOR RETAIL GENERATION PROVIDERS AND POWER MARKETERS

Please print or type all required information. Identify all attachments with an exhibit label and title (Example: Exhibit A-11 Corporate Structure). 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.

This PDF form is designed so that you may input information directly onto the form.
You may also download the form, by saving it to your local disk, for later use.

A. RENEWAL INFORMATION

A-1 Applicant intends to be renewed as: (check all that apply)

- ☐ Retail Generation Provider ☐ Power Broker
☐ Power Marketer ☐ Aggregator

A-2 Applicant's legal name, address, telephone number, PUCO certificate number, and web site address

Legal Name Direct Energy Business, LLC
Address Liberty Center, 1001 Liberty Avenue, Pittsburgh, PA 15222
PUCO Certificate # and Date Certified 00-005(5); 10/27/2000
Telephone # (800) 830-5923 Web site address (if any) www.directenergybusiness.com

A-3 List name, address, telephone number and web site address under which Applicant does business in Ohio

Legal Name _____
Address _____
Telephone # _____ Web site address (if any) _____

A-4 List all names under which the applicant does business in North America

_____	_____
_____	_____
_____	_____

A-5 Contact person for regulatory or emergency matters

Name _____
Title _____
Business address _____
Telephone # _____ Fax # _____
E-mail address (if any) _____

A-6 Contact person for Commission Staff use in investigating customer complaints

Name Kerry Hughes
Title Director, Client Services
Business address Liberty Center, 1001 Liberty Avenue, Pittsburgh, PA 15222
Telephone # (412) 804-5571 Fax # (412) 667-6107
E-mail address (if any) kerry.hughes@directenergy.com

A-7 Applicant's address and toll-free number for customer service and complaints

Customer Service address Liberty Center, 1001 Liberty Avenue, Pittsburgh, PA 15222
Toll-free Telephone # (888) 925-9115 Fax # (866) 421-0257
E-mail address (if any) customerrelations@directenergy.com

A-8 Applicant's federal employer identification number # _____

A-9 Applicant's form of ownership (check one)

<input type="checkbox"/> Sole Proprietorship	<input type="checkbox"/> Partnership
<input type="checkbox"/> Limited Liability Partnership (LLP)	<input type="checkbox"/> Limited Liability Company (LLC)
<input type="checkbox"/> Corporation	<input type="checkbox"/> Other _____

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:

A-10 Exhibit A-10 "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-11 Exhibit A-11 "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 in North America.

This foregoing document was electronically filed with the Public Utilities

Commission of Ohio Docketing Information System on

4/21/2010 3:32:09 PM

in

Case No(s). 10-0003-GE-RPT

Summary: Report CRES Intrastate Annual Report of Direct Energy Business, LLC for year ended 12.31.2009 electronically filed by Carl W. Boyd on behalf of Direct Energy Business, LLC