



Commissioners

Valerie A. Lemmie Paul A. Centolelia Cheryl Roberto Steven D. Lesser

PUBLIC UTILITIES COMMISSION OF OHIO

Certified as a Competitive Retail Electric Service Provider

Certificate Number: 00-005E (6)

Issued Pursuant to Case Number(s):

<u>00-1758-EL-CRS</u>

A certificate as a Competitive Retail Electric Service Provider is hereby granted to, **Direct** Energy Business, LLC whose office or principal place of business is located at 1001 Liberty Avenue, Pittsburgh PA 15222 to provide <u>power marketer</u> services within the State of Ohio effective November 01, 2010.

The certification of competitive retail electric suppliers is governed by Section 4901:1-24-(01-13) of the Ohio Administrative Code, Section 4901:1-21-(01-15) of the Ohio Administrative Code, and Section 4928.08 of the Ohio Revised Code.

This Certificate is revocable if all of the conditions set forth in the aforementioned case(s) are not met.

Subject to all rules and regulations of the Commission, now existing or hereafter promulgated.

Witness the seal of the Commission affixed at Columbus, Ohio.

Dated: November 12, 2010

By Order of

PUBLIC UTILITIES COMMISSION OF OHIO

Renee' J. Jenkins, Secretary
Betty McCauley, Acting Secretary

Betty McCauley, Acting Secretary Tanowa M. Troupe, Acting Secretary

Certificate Expires: November 01, 2012

CRES AUTOMATIC CASE ACTION FORM

Case No. 00-1758-EL-CRS Date Sent: November 10, 2010 Effective Date of Certificate: November 1, 2010 Certificate Expires: November 1, 2012 Company Name and Company Name d/b/a: Direct Energy Business, LLC □ Renewal Action Needed: Issue Certificate Number to: at (address): 図 Certified To Provide the Following Services: Retail Generation Aggregation Power Marketer Power Broker Governmental Aggregation Renew Certificate No. 00-005(5) to 00-005E (6) × M to (check all applicable): Revise Certificate No. Reflect name change from to Ø Reflect address change to 1001 Liberty Avenue, Pittsburgh, PA 15222 Add new service offering to certificate: Retail Generation Aggregation Power Marketer Power Broker Governmental Aggregation Correct Administrative Error Reflect Change of Ownership to: Cancel Certificate No. Protect Un-redacted copies until П Close Case File, Case Withdrawn at Applicant's Request Close Case File

Service Notice For Case: 00-1758-EL-CRS

CASE NUMBER:

00-1758-EL-CRS

CASE DESCRIPTION:

DIRECT ENERGY BUSINESS LLC

DATE OF SERVICE:

11/12/2010

DOCUMENT SIGNED ON: // //2 / 20/0

Sign Here:

APPLICANT

PARTY OF RECORD

ATTORNEY

DIRECT ENERGY BUSINESS, LLC

MANAGER OF REGULATORY

COMPLIANCE &

LICENSING

CARL BOYD

SENIOR ENERGY CONSULTANT

LIBERTY CENTER

STRATEGIC ENERGY LTD.

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ATTORNEY

PARTY OF RECORD

ATTORNEY

none

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none

*Boyd, Carl W.

Direct Energy Business

Liberty Center

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11/12/2010