

FILE

Ohio

**Public Utilities
Commission**

Ted Strickland, Governor
Alan R. Schriber, Chairman

Commissioners

Valerie A. Lemmie
Paul A. Centolella
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):

00-1758-EL-CRS

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 **power marketer** 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

Tanowa M. Troupe

Renee' J. Jenkins, Secretary

Betty McCauley, Acting Secretary

Tanowa M. Troupe, Acting Secretary

Certificate Expires: November 01, 2012

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 And Date Processed 11/12/10

CRS 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): _____
- 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)
- Revise Certificate No. _____ to (check all applicable):
- Reflect name change from _____ to _____
 - 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 _____
- Close Case File, Case Withdrawn at Applicant's Request
- Close Case File

CASE NUMBER: 00-1758-EL-CRS
CASE DESCRIPTION: DIRECT ENERGY BUSINESS LLC
DATE OF SERVICE: 11/12/2010
DOCUMENT SIGNED ON: 11/12/2010

Sign Here: 

APPLICANT

PARTY OF RECORD

ATTORNEY

DIRECT ENERGY
BUSINESS, LLC
MANAGER OF
REGULATORY
COMPLIANCE &
LICENSING

MOLINDA, JOHN P.E.

CARL BOYD
LIBERTY CENTER
1001 LIBERTY
AVENUE

SENIOR ENERGY CONSULTANT

STRATEGIC ENERGY LTD.

PITTSBURGH,PA
15222

TWO GATEWAY CENTER

PITTSBURGH,PA 15222

Phone:(412) 667-5272

Fax:(412) 258-4866

Email:CARL BOYD

ATTORNEY

PARTY OF RECORD

ATTORNEY

none

HOWARD, STEPHEN M.

VORYS, SATER, SEYMOUR AND PEASE LLP

52 EAST GAY STREET, P O BOX 1008

COLUMBUS,OH 43216-1008

Phone:614-464-5414

Fax:614-719-4904

none

*Boyd, Carl W.

Direct Energy Business

Liberty Center

1001 Liberty Avenue

Pittsburgh,PA 15222

Phone:(412) 667-5272

Fax:(412) 667-6104

Email:carl.boyd@directenergy.com

file://C:\disReports\00-1758ServiceNotice.

11/12/2010