

The Public Utilities Commission of Ohio

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Date Received		2012 D.S. 2014
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CERTIFICATION AGGREGATORS/POWER APPLICATION FOR **BROKERS**

Please print or type all required information. Identify all attachments with an exhibit label and title (Example: Exhibit A-5 Experience). 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 of You may also download the form, by saving it to your local disk, for latter use

APPLICANT INFORMATION

Applicant's legal nan	ae, address, telephone number and web site a	ddress
Legal Name Arc Energy, Inc		
Address 2600 Oakstone Dr., C	Columbus, Oh. 43231	
Telephone # (614) 776-6221	Web site address (if any) (N/A at present)	to diagnostic the construct
List name, address, t	elephone number and web site address unde hio	r which Applicant
Legal Name Arc Energy, Inc	L	
		<u> </u>
Address 260 Oakstone Dr., Co	okumbus, Oh. 43231	
Address 260 Cakstone Dr., Co Telephone # (614) 776-5221	Web site address (if any) (N/A at present)	in the standard control
Telephone # (614) 776-5221		merica 3
Telephone # (614) 776-5221 List all names under Arc Energy, Inc.	Web site address (if any) (N/A at present)	IP UC
Telephone # (614) 776-5221 List all names under Arc Energy, Inc.	Web site address (if any) (NA at present) which the applicant does business in North A	P C C

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Telephone # (614) 776-5221	Fav #	(614) 776-5310		
E-mail address (if any) (N/A at presen	<u> </u>	(0.17)	_	
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Contact person for Commis	sion Staff us	e in investigati	ng customer c	complaints
Name Chris George				
Title President				
Business address 2600 Oakstone Dr., t	Columbus, Oh. 43231	ma () 574 544 A		
Telephone # (814) 776-5221 E-mail address (if any) cgeorgedo	Fax #	(614) 776-6310		
Applicant's address and tol	l-free numbe	r for customer	service and c	omplaints
Customer Service address 2600 O	aksione Dr., Columbu	s, Oh. 43231		
		Ti # mass was a	310	
Toll-free Telephone #		F2X # (614) 700-0		
Toll-free Telephone # E-mail address (if any) coorgook	se@holmail.com	P2X # (674) 700-5		
Toll-free Telephone #	se@hotmail.com			
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A-10 Provide the approximate start date that the applicant proposes to begin delivering services

January 1, 2011

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:

- A-11 <u>Exhibit A-11 "Principal Officers, Directors & Partners"</u> provide the names, titles, addresses and telephone numbers of the applicant's principal officers, directors, partners, or other similar officials.
- A-12 <u>Exhibit A-12 "Corporate Structure,"</u> 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 and companies that aggregate customers in North America.
- A-13 <u>Exhibit A-13 "Company History,"</u> provide a concise description of the applicant's company history and principal business interests.
- A-14 Exhibit A-14 "Articles of Incorporation and Bylaws." if applicable, provide the articles of incorporation filed with the state or jurisdiction in which the Applicant is incorporated and any amendments thereto.
- A-15 <u>Exhibit A-15 "Secretary of State."</u> provide evidence that the applicant has registered with the Ohio Secretary of the State.

B. APPLICANT MANAGERIAL CAPABILITY AND EXPERIENCE

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:

- B-1 Exhibit B-1 "Jurisdictions of Operation," provide a list of all jurisdictions in which the applicant or any affiliated interest of the applicant is, at the date of filing the application, certified, licensed, registered, or otherwise authorized to provide retail or wholesale electric services including aggregation services.
- B-2 <u>Exhibit B-2 "Experience & Plans,"</u> provide a description of the applicant's experience and plan for contracting with customers, providing contracted services, providing billing statements, and responding to customer inquiries and complaints in accordance with Commission rules adopted pursuant to Section 4928.10 of the Revised Code.

- B-3 Exhibit B-3 "Summary of Experience," provide a concise summary of the applicant's experience in providing aggregation service(s) including contracting with customers to combine electric load and representing customers in the purchase of retail electric services. (e.g. number and types of customers served, utility service areas, amount of load, etc.).
- B-4 <u>Exhibit B-4 "Disclosure of Liabilities and Investigations."</u> provide a description of all existing, pending or past rulings, judgments, contingent liabilities, revocation of authority, regulatory investigations, or any other matter that could adversely impact the applicant's financial or operational status or ability to provide the services it is seeking to be certified to provide.
- B-5 Disclose whether the applicant, a predecessor of the applicant, or any principal officer of the applicant have ever been convicted or held liable for fraud or for violation of any consumer protection or antitrust laws within the past five years.
 - No □ Yes

If yes, provide a separate attachment labeled as **Exhibit B-5 "Disclosure of Consumer Protection Violations"** detailing such violation(s) and providing all relevant documents.

- B-6 Disclose whether the applicant or a predecessor of the applicant has had any certification, license, or application to provide retail or wholesale electric service including aggregation service denied, curtailed, suspended, revoked, or cancelled within the past two years.
 - No □ Yes

If yes, provide a separate attachment labeled as **Exhibit B-6** "Disclosure of Certification Denial, Curtailment, Suspension, or Revocation" detailing such action(s) and providing all relevant documents.

C. <u>APPLICANT FINANCIAL CAPABILITY AND EXPERIENCE</u>

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:

- C-1 <u>Exhibit C-1 "Annual Reports,"</u> provide the two most recent Annual Reports to Shareholders. If applicant does not have annual reports, the applicant should provide similar information in Exhibit C-1 or indicate that Exhibit C-1 is not applicable and why.
- C-2 <u>Exhibit C-2 "SEC Filings."</u> provide the most recent 10-K/8-K Filings with the SEC. If applicant does not have such filings, it may submit those of its parent company. If the applicant does not have such filings, then the applicant may indicate in Exhibit C-2 that the applicant is not required to file with the SEC and why.

- C-3 <u>Exhibit C-3 "Financial Statements."</u> provide copies of the applicant's two most recent years of audited financial statements (balance sheet, income statement, and cash flow statement). If audited financial statements are not available, provide officer certified financial statements. If the applicant has not been in business long enough to satisfy this requirement, it shall file audited or officer certified financial statements covering the life of the business.
- C-4 <u>Exhibit C-4 "Financial Arrangements."</u> provide copies of the applicant's financial arrangements to conduct CRES as a business activity (e.g., guarantees, bank commitments, contractual arrangements, credit agreements, etc.,).
- C-5 <u>Exhibit C-5 "Forecasted Financial Statements,"</u> provide two years of forecasted financial statements (balance sheet, income statement, and cash flow statement) for the applicant's CRES operation, along with a list of assumptions, and the name, address, email address, and telephone number of the preparer.
- C-6 Exhibit C-6 "Credit Rating," provide a statement disclosing the applicant's credit rating as reported by two of the following organizations: Duff & Phelps, Dun and Bradstreet Information Services, Fitch IBCA, Moody's Investors Service, Standard & Poors, or a similar organization. In instances where an applicant does not have its own credit ratings, it may substitute the credit ratings of a parent or affiliate organization, provided the applicant submits a statement signed by a principal officer of the applicant's parent or affiliate organization that guarantees the obligations of the applicant.
- C-7 <u>Exhibit C-7 "Credit Report."</u> provide a copy of the applicant's credit report from Experion, Dun and Bradstreet or a similar organization.
- C-8 <u>Exhibit C-8 "Bankruptcy Information,"</u> provide a list and description of any reorganizations, protection from creditors or any other form of bankruptcy filings made by the applicant, a parent or affiliate organization that guarantees the obligations of the applicant or any officer of the applicant in the current year or within the two most recent years preceding the application.

C-9		wide a statement describing any dissolution or ithin the five most recent years preceding the
	Signature of Applicant & Title	· ;
	Sworn and subscribed before me this 23 Month	Year Poul 5. Wittenberg Print Name and Title Notary Public
	Signature of official administering oath	Print Name and Title Notary Public
	My commission expires	PAUL S. WITTENBERG Notary Public In and for the State of Ohi
		My Commission Expires June 20, 2011

<u>AFFIDAVIT</u>

State of Ohio: Columbus ss.
County of Flanklin:
An Super I George, Affiant, being duly sworn/affirmed according to law, deposes and says that:
He/She is the Resident (Office of Affiant) of Are Energy, Inc. (Name of Applicant);

That he/she is authorized to and does make this affidavit for said Applicant,

- The Applicant herein, attests under penalty of false statement that all statements made in the
 application for certification are true and complete and that it will amend its application while the
 application is pending if any substantial changes occur regarding the information provided in the
 application.
- The Applicant herein, attests it will timely file an annual report with the Public Utilities Commission
 of Ohio of its intrastate gross receipts, gross earnings, and sales of kilowatt-hours of electricity
 pursuant to Division (A) of Section 4905.10, Division (A) of Section 4911.18, and Division (F) of
 Section 4928.06 of the Revised Code.
- 3. The Applicant herein, attests that it will timely pay any assessments made pursuant to Sections 4905.10, 4911.18, or Division F of Section 4928.06 of the Revised Code.
- The Applicant herein, attests that it will comply with all Public Utilities Commission of Ohio rules or orders as adopted pursuant to Chapter 4928 of the Revised Code.
- 5. The Applicant herein, attests that it will cooperate fully with the Public Utilities Commission of Ohio, and its Staff on any utility matter including the investigation of any consumer complaint regarding any service offered or provided by the Applicant.
- The Applicant herein, attests that it will fully comply with Section 4928.09 of the Revised Code regarding consent to the jurisdiction of Ohio Courts and the service of process.
- 7. The Applicant herein, attests that it will comply with all state and/or federal rules and regulations concerning consumer protection, the environment, and advertising/promotions.
- 8. The Applicant herein, attests that it will use its best efforts to verify that any entity with whom it has a contractual relationship to purchase power is in compliance with all applicable licensing requirements of the Federal Energy Regulatory Commission and the Public Utilities Commission of Ohio.
- 9. The Applicant herein, attests that it will cooperate fully with the Public Utilities Commission of Ohio, the electric distribution companies, the regional transmission entities, and other electric suppliers in the event of an emergency condition that may jeopardize the safety and reliability of the electric service in accordance with the emergency plans and other procedures as may be determined appropriate by the Commission.
- 10. If applicable to the service(s) the Applicant will provide, the Applicant herein, attests that it will adhere to the reliability standards of (1) the North American Electric Reliability Council (NERC), (2) the appropriate regional reliability council(s), and (3) the Public Utilities Commission of Ohio. (Only applicable if pertains to the services the Applicant is offering)

11. The Applicant herein, attests that it will inform the Commission of any material change to the information supplied in the application within 30 days of such material change, including any change in contact person for regulatory purposes or contact person for Staff use in investigating customer complaints.

That the	e facts	above s	set forth a	re true and	correct to	the best	of his/her	knowledge,	information,	and	belief	and that
he/she o	expects	s said A	pplicant t	o be able to	prove the	same at	any hearin	g hereof.				

Signature of Affiant & Title

Sworn and subscribed before me this 23 day of Nodember, 2010

Month Year

Signature of official administering oath

Print Name and Title Notary Public

My commission expires on

PAUL S. WITTENBERG **Notary Public** In and for the State of Ohio My Commission Expires June 20, 2011

Exhibit A-11 "Principal Officers, Director's & Partners"

Christopher George, President

2600 Oakstone Dr.

Columbus, Oh. 43231

Bus: (614) 776-5221

Exhibit A-12 "Corporate Structure"

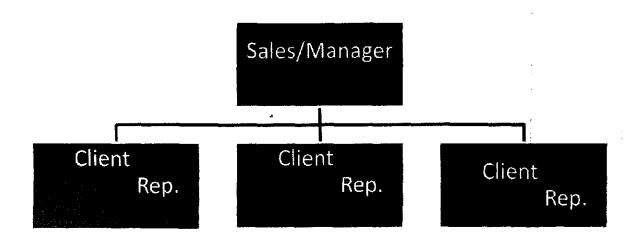


Exhibit A-13 "Company History"

Being a start-up company as of 01-01-2011, Arc Energy has no business history.

Exhibit A-14 "Articles of Incorporation and Bylaws"

(see pages 13-19)



Prescribed by:

Ohio Secretary of State Central Ohio: (614) 466-3910 Toll Free: 1-877-SOS-FILE (1-877-767-3453)

www.sos.state.oh.us

e-mail: busserv@soc.state.oh.us

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O'E	Columbus, OH 43216
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INITIAL ARTICLES OF INCORPORATION

(For Domestic Profit or Nonprofit) Filing Fee \$125.00

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FIRST:	Name of Corporat	ion Arc Energy, In	C.	
SECOND:	: Location	Columbus	Franklin	
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	Directors.			
Christopher J. G	eorge			
(Name) 2600 Oakstone I	Or.			
(Street)	NOTE: P.O. Box Addresses are	NOT acceptable.	*****	
Columbus	<u>Ohio</u>	43231		
(City)	(State)	(Zip Code)	_	
(Name)	-		_	
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rd) by an authorized rentative (See Instructions)	Authorized Representative Christopher J. George (print name)		11/15/2010 Dete	
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Complete the information in thi	s section if box (1) (2) or (3) is chec	ked.	
ORIGI	NAL APPOINTMENT	OF STATUTORY	AGENT
,	st a majority of the incorporators of		;
hereby appoint the following to	o be statutory agent upon whom ar corporation may be served. The c	ny process, notice or demand	
Christopher J. Ge	•	आधिकक बन्दाक्ष्य क सस्य ब्रह्मका	. 10
(Name) 2600 Oakstone D			
(Street)	NOTE: P.O. Box Addresses are NOT a	ccaptable.	
Columbus	,Ohio	43231	•
(Glby)		(Zip Codis)	
Must be authenticated by an authorized representative	11/1/1	-	11-15-2010
	Authorized Representative		Date
	Authorized Representative		Date
	s And the service is professionant tatesticant.		t de la companya de l
			,
	Authorized Representative	<u> </u>	Date
	ACCEPTANCE OF	APPOINTMENT	* 1
The Undersigned,	Christopher J. George		, nemed herein as the
Statutory agent for,	Arc Energy, Inc.		
, hereby acknowledges and a	ccepts the appointment of statutor	regent for said entity.	
	Signature:(State	itory Agent)	

7.

BYLAWS OF ARC ENERGY, INC.

ARTICLE I SHAREHOLDERS

Section 1. <u>Annual Meeting</u>. An annual meeting shall be held once each calendar year for the purpose of electing directors and for the transaction of such other business as may properly come before the meeting. The annual meeting shall be held at the time and place designated by the Board of Directors from time to time.

Section 2. <u>Special Meetings</u>. Special meetings of the shareholders maybe be requested by the Presidents, the Board of Directors, or the holders of a majority of the outstanding voting shares.

Section 3. <u>Notice</u>. Written notice of all shareholder meetings shall be provided under this section or as otherwise required by law. The Notice shall state the place, date, and hour of meeting, and if for a special meeting, the purpose of the meeting. Such notice shall be mailed to all shareholders of record at the address shown on the corporate books, at least 10 days prior to the meeting. Such notice shall be deemed effective when deposited in ordinary U.S. mail, properly addressed, with postage prepaid.

Section 4. <u>Place of Meeting</u>. Shareholders` meetings shall be held at the corporation's principal place of business unless otherwise stated in the notice.

Section 5. <u>Quorum</u>. A majority of the outstanding voting shares, whether represented in person or by proxy, shall constitute a quorum at a shareholders' meeting. In the absence of a quorum, a majority of the represented shares may adjourn the meeting to another time without further notice. If a quorum is represented at an adjourned meeting, any business may be transacted that might have been transacted at the meeting as originally scheduled. The shareholders present at a meeting represented by a quorum may continue to transact business until adjournment, even if the withdrawal of some shareholders results in representation of less than a quorum.

Section 6. <u>Informal Action</u>. Any action required to be taken, or which may be taken, at a shareholders meeting, may be taken without a meeting and without prior notice if a consent in writing, setting forth the action so taken, is signed by the shareholders who own all of the shares entitled to vote with respect to the subject matter of the vote.

ARTICLE II DIRECTORS

- Section 1. <u>Number of Directors</u>. The corporation shall be managed by a Board of Directors consisting of 1 director(s).
- Section 2. <u>Election and Term of Office</u>. The directors shall be elected at the annual shareholders' meeting. Each director shall serve a term of 2 year(s), or until a successor has been elected and qualified.
- Section 3. **Quorum**. A majority of directors shall constitute a quorum.
- Section 4. <u>Adverse Interest</u>. In the determination of a quorum of the directors, or in voting, the adverse interest of a director shall not disqualify the director or invalidate his or her vote.
- **Section 5.** Regular Meeting. An annual meeting shall be held, without notice, immediately following and at the same place as the annual meeting of the shareholders. The Board of Directors may provide, by resolution, for additional regular meetings without notice other than the notice provided by the resolution.
- Section 6. <u>Special Meeting</u>. Special meetings may be requested by the President, Vice-President, Secretary, or any two directors by providing five days' written notice by ordinary United States mail, effective when mailed.
- Section 7. <u>Informal Action</u>. Any action required to be taken at a meeting of directors, or any action which may be taken at a meeting of directors or of a committee of directors, may be taken without a meeting if a consent in writing setting forth the action so taken, is signed by all of the directors or all of the members of the committee of directors, as the case may be.
- Section 8. <u>Removal / Vacancies</u>. A director shall be subject to removal, with or without cause, at a meeting of the shareholders called for that purpose. Any vacancy that occurs on the Board of Directors, whether by death, resignation, removal or any other cause, may be filled by the remaining directors. A director elected to fill a vacancy shall serve the remaining term of his or her predecessor, or until a successor has been elected and qualified.
- Section 9. <u>Committees</u>. To the extent permitted by law, the Board of Directors may appoint from its members a committee or committees, temporary or permanent, and designate the duties, powers and authorities of such committees.

ARTICLE III OFFICERS

Section 1. <u>Number of Officers</u>. The officers of the corporation shall be a President, one or more Vice-Presidents (as determined by the Board of Directors), a Secretary, and a Treasurer. Two or more offices may be held by one person.

Section 2. <u>Election and Term of Office</u>. The officers shall be elected annually by the Board of Directors at the first meeting of the Board of Directors following the annual meeting of the shareholders. Each officer shall serve a one year term or until a successor has been elected and qualified.

Section 3. <u>Removal or Vacancy</u>. The Board of Directors shall have the power to remove an officer or agent of the corporation. Any vacancy that occurs for any reason may be filled by the Board of Directors.

ARTICLE IV CORPORATE SEAL, EXECUTION OF INSTRUMENTS

The corporation shall not have a corporate seal. All instruments that are executed on behalf of the corporation which are acknowledged and which affect an interest in real estate shall be executed by the President or any Vice-President and the Secretary or Treasurer. All other instruments executed by the corporation, including a release of mortgage or lien, may be executed by the President or any Vice-President. Notwithstanding the preceding provisions of this section, any written instrument may be executed by any officer(s) or agent(s) that are specifically designated by resolution of the Board of Directors.

ARTICLE V AMENDMENT TO BYLAWS

The bylaws may be amended, altered, or repealed by the Board of Directors or the shareholders by a two-thirds majority of a quorum vote at any regular or special meeting; provided however, that the shareholders may from time to time specify particular provisions of the bylaws which shall not be amended or repealed by the Board of Directors.

ARTICLE VI INDEMNIFICATION

Any director or officer who is involved in litigation by reason of his or her position as a director or officer of this corporation shall be indemnified and held harmless by the corporation to the fullest extent authorized by law as it now exists or may subsequently be amended (but, in the case of any such amendment, only to the extent that such amendment permits the corporation to provide broader indemnification rights).

Certification

I certify that the foregoing is a true and correct copy of the bylaws of the above-named corporation, duly adopted by the initial Board of Directors on 11/15/2010.

Secretary

Exhibit A-15 "Secretary of State"

(see page 21)

201032100953

DATE: 11/16/2010 DOCUMENT ID DESCRIPTION 201032100953 DOMESTIC AR

DESCRIPTION DOMESTIC ARTICLES/FOR PROFIT (ARF) FILING 125.00 EXPED

PENALTY .00

CERT

COPY

Receipt

This is not a bill. Please do not remit payment.

ARC ENCARGY INC. ATTN: CHRIS GEORGE 2600 OAKSTONE DR. COLUMBUS, OH 43231

STATE OF OHIO CERTIFICATE

Ohio Secretary of State, Jennifer Brunner

1977358

It is hereby certified that the Secretary of State of Ohio has custody of the business records for ARC ENERGY, INC.

and, that said business records show the filing and recording of:

Document(s)

DOMESTIC ARTICLES/FOR PROFIT

Document No(s):

201032100953



United States of America State of Ohio Office of the Secretary of State the Secretary of State at Columbus, Ohio this 1st day of January, A.D.

2011.

Ohio Secretary of State

Exhibit B-1 "Jurisdictions of Operations"

As of 11-23-2010, Arc Energy has no jurisdiction in any State. Arc Energy, Inc. is a new business intending to start operations in Ohio on or after 01-01-2011.

Exhibit B-2 "Experience & Plans"

Arc Energy will be calling on Ohio customers to sell electricity services on behalf of certified suppliers.

Selling will be done over the phone and face to face appointments. We will be utilizing a staff of no more than 5 energy consultants to obtain business. We do not provide any billing statements. Any customer inquiries, positive or negative, will be rectified by Chris George.

Exhibit 8-3 " Summary of Experience"

Arc Energy, Inc. will be a new business with experienced management. Management has 4 years consulting experience in natural gas and over 1 year with electricity, with over 800 customers throughout Ohio, Michigan and Pennsylvania. These for-profit and non-profit clients are scattered throughout AEP, Ohio Edison, Cleveland Electric, Toledo Edison, Dayton Power & Light, and Duke Energy with a current electric load over 70mil. Kwh/yr.

Exhibit B-4 "Disclosure of Liabilities and Investigations"

Arc Energy, Inc., Its Officers and/or Directors have no pending, existing or past pending liabilities or Investigations that would adversely affect its ability, either financial or operational, to provide the services it is seeking to be certified to provide.

Exhibit C-1 "Annual Reports"

Arc Energy, Inc. is not a publically traded company and does not have annual reports.

Exhibit C-2 "SEC Filings"

Arc Energy, Inc. is not publically traded, therefore, does not have 10-K/8-K filings with the SEC.

Exhibit C-3 "Financial Statements"

Due to Arc Energy, Inc. tentatively beginning to engage in business on 01-01-2011, there are no financial statements available. Audited or officer certified financial statements covering the life of the business are not available due to the Arc Energy Inc. having a start in the near future.

Exhibit C-4 "Financial Arrangements"

At the time of application and in the foreseeable future, Arc Energy, Inc. will not have any commitments that would affect its ability to conduct CRES business activities. Any corporate banking needs will be handled through Huntington National Bank.

Exhibit C-5 "Forecasted Financial Statements"

Arc Energy, Inc. does not have forecasted financial statements as we are applying for Power Broker status. Arc Energy, Inc. does not have a current CRES operation and will not be taking title to Energy now or in the future.

Exhibit C-6 "Credit Rating"

Due to the start up of Arc Energy, Inc. in the beginning of January 2011, and being privately held, it does not have a rating or registration numbers for any of the major credit rating agencies.

However, the president's personal credit ratings and reports are available if needed or required.

Exhibit C-7 "Credit Report"

Due to the start up of Arc Energy, Inc. in the beginning of January 2011, and being privately held, it does not have a rating or registration numbers for any of the major credit rating agencies.

However, the president's personal credit ratings and reports are available if needed or required.

Exhibit C-8 "Bankruptcy Information"

Arc Energy, Inc. has not sought any type of bankruptcy or protection from creditors.

Exhibit C-9 "Merger Information"

(Not Applicable)