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Pure Discount Energy LLC.

1013 Ohio Ave* Palm Harbor, FL 34683 *Tel: 727 773 1040 *Fax: 727 773 1001* patax95@gmail.com

Fax

13-726-EL. A66

To:	Michael Palkowski	From:	Selwyn Dusheiko
Fax:		Pages:	7
Phone:		Date:	03/28/2013
Re:	Corrected application	Email:	Michael.palkowski@puc.state .oh.us

Dear Michael,

Please accept my apologies regarding the errors on our projected P & L, as an accountant I am rather embarrassed

Attached is the following

1. Corrected 2013 and 2014 projected P&L
2. Copy of our 2011 Profit & Loss Statement.

I tried to make contact with you today left messages will try again tomorrow.

Sincerely,

Selwyn Dusheiko

Selwyn Dusheiko
CEO
Pure Discount Energy, LLC
1013 Ohio Ave
Palm Harbor, FL 34683
Phone: 727.773.1040
Fax: 727.773.1001

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PUCO

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technician ADD Date Processed 4/11/13

Pinnacle Accounting LLC

From: Palkowski, Michael <Michael.Palkowski@puc.state.oh.us>
Sent: Wednesday, March 27, 2013 4:04 PM
To: patax95@palmharboraccounting.com
Cc: Stockhausen, Chuck; Vogel, Paula; Palkowski, Michael
Subject: Your Ohio Applications

Mr. Dusheiko,

The certification applications for Pure Discount Energy (Case Numbers 13-0726-EL-AGG and 13-0727-GA-AGG) were received by the PUCO Docketing Division on March 21, 2013. However, neither application met the requirements for Exhibit C-3, two most recent years of financials, nor the minimum requirements Exhibit C-5, forecasted financial statements.

For Exhibit C-3, you provided 2012 financials while stating that your firm began operations in 2011. Please provide your 2011 financials as well.

The minimum requirement for Exhibit C-5 is a forecast of Total Revenue, Total Expenses, and Net Income/Loss for 2013 and 2014 for your Ohio business. You did not properly subtract your expenses from your revenue estimate. Please review your calculations and properly subtract your expenses from your revenue to accurately compute your estimate of net income.

In order to avoid suspension and/or denial of the applications, please send a complete and corrected amendment to Exhibits C-3 and C-5 to the PUCO Docketing Division with a note to include it in your applications for Case Number 13-0726-EL-AGG and Case Number 13-0727-GA-AGG. Please send separate amendments for each individual case. The required exhibits must be received by Friday, April 12, 2013 in order for staff to have sufficient time to review the information and for you to avoid suspension of your application.

Let me know if you have any questions on the above requirements.

Michael J. Palkowski

Public Utilities Commission of Ohio

Utilities Department

Specialist 1, Capital Recovery and Financial Analysis

3rd Floor, 180 East Broad Street, Columbus, Ohio 43215

(614) 466-5353

PUCO.ohio.gov



This message and any response to it may constitute a public record and thus may be publicly available to anyone who requests it.

Pure Discount Energy LLC**Profit & Loss**

Jan through Dec

For

2011

Case number 13-0726-EL-AGG

	<u>Jan - Dec 11</u>
Ordinary Income/Expense	
Income	
47900 · Sales	107,657.70
Total Income	107,657.70
Cost of Goods Sold	
50000 · Cost of Goods	9,998.42
51000 · Commitions 1099	2,023.00
Total COGS	12,021.42
Gross Profit	95,636.28
Expense	
60000 · Advertising and Promotion	303.81
60200 · Automobile Expense	1,097.75
60400 · Bank Service Charges	120.50
60500 · Gifts and Bonuses	667.78
61000 · Business Licenses and Permits	1,671.89
61700 · Computer and Internet Expenses	150.00
62400 · Depreciation Expense	2,036.00
63300 · Insurance Expense	750.00
63500 · Janitorial Expense	120.00
64300 · Meals and Entertainment	1,557.23
64900 · Office Supplies	2,062.79
66000 · Payroll Expenses	94,917.36
66500 · Postage and Delivery	100.56
66700 · Professional Fees	8,465.00
66900 · Reconciliation Discrepancies	-0.44
67100 · Rent Expense	2,000.00
67200 · Repairs and Maintenance	7,044.46
67300 · Small Equipment	57.03
68100 · Telephone Expense	1,840.58
68600 · Utilities	1,506.29
Total Expense	126,468.59
Net Ordinary Income	-30,832.31

Pure Discount Energy LLC

Projected
Profit & Loss
Jan through Dec
For
2013 2014

Case Number	13-0726-EL-AGG
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	2013	2014
Ordinary Income/Expense		
Income		
47900 · Sales	687,125.15	790,193.92
Total Income	687,125.15	790,193.92
Cost of Goods Sold		
50000 · Cost of Goods	40,839.17	46,965.04
51000 · Commitions 1099	67,549.31	77,681.71
Total COGS	108,388.48	124,646.75
Gross Profit	578,736.67	665,547.17
Expense		
60000 · Advertising and Promotion	2,638.56	3,034.34
60200 · Automobile Expense	10,550.81	12,133.43
60400 · Bank Service Charges	915.73	1,053.09
60500 · Gifts and Bonuses	4,520.58	5,198.67
61000 · Business Licenses and Permits	5,078.35	5,840.11
61700 · Computer and Internet Expenses	334.66	384.86
62000 · Continuing Education	57.50	66.13
62400 · Depreciation Expense	6,203.10	7,133.57
62500 · Dues and Subscriptions	303.53	349.06
63300 · Insurance Expense	2,227.26	2,561.35
63400 · Interest Expense	0.91	1.04
63500 · Janitorial Expense	3,128.00	3,597.20
64300 · Meals and Entertainment	10,571.25	12,156.94
64900 · Office Supplies	8,139.46	9,360.38
66000 · Payroll Expenses	321,178.65	369,355.44
66500 · Postage and Delivery	247.80	284.97
66700 · Professional Fees	230.00	264.50
66900 · Reconciliation Discrepancies		
67100 · Rent Expense	15,985.00	18,382.75
67200 · Repairs and Maintenance	43,582.47	50,119.84
68100 · Telephone Expense	6,680.74	7,682.85
68400 · Travel Expense	652.92	750.86
68600 · Utilities	3,221.44	3,704.65
69800 · Uncategorized Expenses		
Total Expense	446,448.73	513,416.04
Net Ordinary Income	132,287.94	152,131.13