

FILE

**KEY-ADS**

**KEY-ADS, INC.**  
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Chairman Asim Z. Haque  
Public Utilities Commission of Ohio  
180 East Broad Street  
Columbus, Ohio 43215

Case no. 16-395-EL-SSO

Dear Chairman Haque:

On behalf of Key-Ads, Inc., I am pleased to write this letter in support of Dayton Power and Light.

Key-Ads is a leader in outdoor advertising, specializing in high-tech digital signs as well as bulletin signs, and both large and small posters. With coverage in over 30 Ohio Counties, and additional coverage in Kentucky and Indiana, Key-Ads strategically meets the needs of our customers with customized solutions for every program.

For more than six years, Key-Ads has partnered with Dayton Power & Light to promote both utility offerings and community outreach projects. Through advertisements showcased on Key-Ads' boards, Dayton Power & Light has touched millions of individuals across the region. Supporting local events and organizations is a critical component of the Dayton Power & Light advertising program, which runs year round and highlights numerous arts, education, and social service entities. As a long-time member of the community, I can attest to the fact that Dayton Power & Light is a valuable partner for countless initiatives across the region.

In addition to supporting their philanthropic outreach, Key-Ads is also pleased to join Dayton Power & Light in educating customers about energy efficiency programs. Through the Savings Champion ad campaign launched in 2014, the Dayton Power & Light and Key-Ads partnership made significant contributions to the success of the Dayton Power & Light 2015 energy efficiency portfolio results. Customers were quickly and effectively informed about rebate opportunities for their home and/or business. Ultimately, more than \$11.8 Million were issued in rebates in 2015. Key-Ads is proud to promote these campaigns and programs, as we recognize the impact of our outreach on their success.

The entire Key-Ads team appreciates Dayton Power & Light's support of our community and ongoing dedication to helping customers manage their energy use.

Respectfully,



Stephen Keyes  
Vice President  
Key Ads, Inc.

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