300678

COMPETITIVE RETAIL ELECTRIC SERVICE

(check all that apply):

N **AGGREGATOR**
N **GOVERNMENTAL AGGREGATOR**
Y **POWER MARKETER**
N **RETAIL ELECTRIC GENERATION PROVIDER**
Y **POWER BROKER**

INTRASTATE

ANNUAL REPORT

OF

Direct Energy Business, LLC
(Exact legal name of respondent)

If name was changed during the year, show also the previous name and date of change.

Liberty Center, 1001 Liberty Ave. Pittsburgh, PA 15222
(Address of principal business office at end of year)

TO THE
PUBLIC UTILITIES COMMISSION OF OHIO

FOR THE
YEAR ENDED DECEMBER 31, 2010

Name, title address and telephone number (including area code) of the person to be contacted concerning this report.

Sergio Gonsales, Downstream Compliance Analyst, 12 Greenway Plaza Ste. 600 Houston, TX 77046

Email: sergio.gonsales@directenergy.com, Phone: (713) 877-3587, Fax:(713) 877-3559

IDENTITY OF RESPONDENT

1. State whether respondent is a corporation, a joint stock association, a firm or partnership, or an individual.

   Direct Energy Business, LLC is a limited Liability Company.

2. Identify names of affiliate and subsidiary companies of the respondent.

   Direct Energy Business, LLC is wholly owned by Direct Energy Services, LLC. Direct Energy Services, LLC is an indirect, wholly-owned subsidiary of Centrica plc. Direct Energy Services, LLC, Direct Energy, LP, CPL Retail Energy, LP and WTU Retail Energy, LP are the only companies affiliated with Direct Energy Business, LLC that supply retail or wholesale electricity and/or natural gas to customers in North America.

3. Date when respondent began operations in Ohio.

   January 01, 2001

4. If a consolidated or merged company, give names of each such incident, date, and Commission authority. If a reorganized company, give name of original corporation.

   Direct Energy Business, LLC was not part of a consolidation or merger in 2009.

5. If incorporated specify:
   a. Date of filing of articles of incorporation: September 24, 1998
   b. State in which incorporated: Delaware

6. Ohio certificate number, case number granting authority and date issued.

   Original Certificate Number 00-005(1) issued 10/27/2000 in PUCO docket 00-1758-EL-CRS. Renewal Certificate Number 00-005(5) issued 11/03/2008 in PUCO docket 00-1758-EL-CRS.

7. State whether or not the respondent during the year conducted any part of its business under a name or names other than that shown on Title Page. If so, give full particulars.

   Direct Energy Business, LLC did not conduct business during 2009 under a name other than shown on the Title Page.

8. Description of Ohio service territory served by respondent.

   Cleveland Electric Illuminating
   Columbus Southern Power
   Duke Energy
   Dayton Power and Light
   Ohio Edison
   Toledo Edison

STATEMENT OF INTRASTATE GROSS RECEIPTS AND KWH SALES

Customer Class	Sales (kWh)	Earnings ($)
Residential	0	$0
Commercial	550,563,000	38,880,000
Industrial	35,142,000	2,481,000
Other	0	0
Total	**585,705,000**	**$41,361,000**

Instructions:

This information is used for PUCO annual assessment purposes pursuant to Section 4905.10, Revised Code. The reporting company shall report its intrastate gross earnings for the provision of retail services (e.g. Retail Electric Generation, Broker, Marketer, Governmental Aggregator) for which it is subject to certification by the PUCO under Section 4928, Revised Code. In addition, power providers please provide all corresponding sales of kilowatt hours of electricity. Sales of kilowatt hours of electricity are deemed to occur at the meter of the retail customer.

The reporting company shall maintain supporting and/or subsidiary records to separately record receipts and sales of electricity derived from operations other than in Ohio. Information presented herein is subject to audit by the PUCO.

IN ORDER TO ENSURE THAT PUCO CORRESPONDENCE/INVOICES IS/ARE DIRECTED TO THE APPROPRIATE PERSON AT THE CORRECT ADDRESS, PLEASE COMPLETE THE FOLLOWING.

Name, Title, E-mail, Address, and Phone Number of the Company's Contact Persons

Teresa Ringenbach
Name

Manager, Government and Regulatory Affairs
Title

teresa.ringenbach@directenergy.com
E-mail

9605 El Camino Lane Plain City, OH 43064
Address

(614) 504-5544
Phone Number (Including Area Code)

Name, Title, E-mail, Address, and Phone Number of Person to whom Invoice should be Directed

Carl W. Boyd
Name

Sr. Manager Compliance
Title

carl.boyd@directenergy.com
E-mail

Liberty Center, 1001 Liberty Ave. Pittsburgh, PA 15222
Address

(412) 667-5272
Phone Number (Including Area Code)

Name and Address of the President

Maura Clark
Name

Liberty Center, 1001 Liberty Ave. Pittsburgh, PA 15222
Address

VERIFICATION

The foregoing report must be verified by the President or Chief Officer of the company.

OATH

State of Pennsylvania
County of Allegheny

makes oath and says that Maura Clark

s/he is President

of Direct Energy Business, LLC

that s/he has examined the foregoing report; that to the best of her/his knowledge, information, and belief, all statements of fact contained in the said report are true and the said report is a correct statement of the business and affairs of the above-named respondent in respect to each and every matter set forth therein during the period from and including January 1, 2010 to and including December 31, 2010.

(Signature of affiant.)

Sworn and subscribed before me this 28th day of April, 2011 Month/Year

Jennifer A Janusek
Signature of notary

My commission expires on September 30, 2011

COMMONWEALTH OF PENNSYLVANIA
Notarial Seal
Jennifer A. Janusek, Notary Public
City Of Pittsburgh, Allegheny County
My Commission Expires Sept. 30, 2011
Member, Pennsylvania Association of Notaries

This foregoing document was electronically filed with the Public Utilities

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in

Case No(s). 11-0003-GE-RPT

Summary: Annual Report CRES Annual Report of Direct Energy Business, LLC for cy 2010 electronically filed by Carl W. Boyd on behalf of Direct Energy Business, LLC