

COMBINED ELECTRIC AND NATURAL GAS COMPETITIVE RETAIL SERVICE PROVIDERS

For the provision of (check all that apply):

	ELECTRIC	NATURAL GAS
BROKER	<input type="checkbox"/> Y	<input type="checkbox"/> N
MARKETER	<input type="checkbox"/> Y	<input type="checkbox"/> Y
AGGREGATOR	<input type="checkbox"/> Y	<input type="checkbox"/> N
GOVERNMENTAL AGGREGATOR	<input type="checkbox"/> N	<input type="checkbox"/> N
RETAIL ELECTRIC GENERATION PROVIDER	<input type="checkbox"/> Y	
OTHER (Describe): _____	<input type="checkbox"/> N	<input type="checkbox"/> N

INTRASTATE ANNUAL REPORT

OF

Direct Energy Services, LLC

(Exact legal name of respondent)

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

12 Greenway Plaza Ste. 600. Houston, Harris Co. TX 77046

Address	City	County	State	Zip Code
(713) 877-3500	(713) 877-3500			
Phone: (Area Code) Number				

12 Greenway Plaza Ste 600 Houston, TX 77046

(Address of principal business office at end of year)

TO THE
PUBLIC UTILITIES COMMISSION OF OHIO



FOR THE
YEAR ENDED DECEMBER 31, 2010

IDENTITY OF RESPONDENT

1. Identify respondent's form of business organization: sole proprietorship, partnership, corporation, or other (explain). If incorporated, specify the date of filing articles of incorporation and the state in which incorporated.

Direct Energy Services, LLC is a limited Liability Company formed in the state of Delaware on June 22, 2004.

2. Identify any other names (other than shown on title page) under which respondent conducted any part of its business during the year. Provide full particulars.

Direct Energy Services, LLC did not conduct business under any other names in 2010.

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

- Direct Energy Services, all entities, listed can be called "subsidiary" entities.
 - Direct Energy Business, LLC
- Direct Energy Services, all entities listed can be called "affiliated" entities.
 - A-ABC Appliance, Inc
 - A-ABC Services, Inc.
 - A-ABC Appliance Acquisition, Inc.
 - Airtron Limited, LLC
 - Airtron General, LLC
 - Airtron LP
 - Airtron of Central Florida, Inc.
 - Bastrop Energy GP, Inc.
 - Bastrop Energy Partners, LP
 - Bastrop LP, Inc.
 - Bastrop Energy GP, LLC
 - Bastrop Energy GP, Inc.
 - Bastrop Energy Partnership, L.P.
 - Centrica Holdco, Inc.
 - Centrica Telecommunications, Inc.
 - Centrica Holdco GP, LLC
 - Centrica Bastrop Finance Holdings Limited
 - CPL Retail Energy, LP
 - Direct Energy Marketing, Inc.
 - Direct Energy GP, Inc.
 - Direct Energy, LP
 - Direct Energy Services (U.S.), Inc.
 - Direct Debt, Inc.
 - Direct Holding, Inc.
 - Direct LP, Inc.
 - Direct Energy GP, LLC
 - Energy America, LLC
 - Evans Services, Inc.
 - Frontera LP, Inc.
 - Frontera Generation GP, LLC
 - Frontera Generation GP, Inc.
 - Frontera Generation Limited Partnership
 - Hallmark Air Conditioning, Inc.
 - K&N Plumbing Heating and Air Conditioning, Inc.
 - Masters, Inc.
 - Paris GP, Inc.
 - Paris Generation, LP
 - Paris LP, Inc.
 - Paris GP, LLC
 - Paul E. Smith Co. Inc.
 - RSG Holding Corp.
 - Residential Services Group, Inc.
 - RSG of Charlotte, Inc.
 - Sterling Air Conditioning, Inc.
 - Van's Comfortemp Air Conditioning, Inc.
 - Weigold & Sons, Inc.
 - Willis Refrigeration, Air Conditioning & Heating, Inc.

WTU Retail Energy, LP

4. Identify the PUCO Case Numbers (and dates issued) granting respondent authority to operate as a CRNGS and CRES, and respondent's certificate numbers.

CRNGS - PUCO Case No. 02-1829-GA-CRS issued August 16, 2006, in renewal certificate number 00-024(3), renewed on August 16, 2008, in certificate number 00-024(4), renewed on August 16, 2010, in certificate number 02-024G(5).

CRES - PUCO Case No. 00-1936-EL-CRS issued December 2, 2006, in renewal certificate number 00-019(4), renewed on December 2, 2008, in certificate number 00-019(5), renewed on December 3, 2010, in certificate number 00-019E(6).

5. Identify the dates when respondent began CRNGS and CRES operations in Ohio.

CRNGS operations: August 01, 2004

CRES operations: November 15, 2010

6. Provide a list of Ohio service territories served by respondent.

Columbia Gas Ohio
Dominion East Ohio

7. Identify respondent's website URL.

www.directenergy.com

8. Identify the name, title, address, e-mail 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
(713) 877-3587
sergio.gonsales@directenergy.com

Instructions:

Schedule 1 is used for PUCO annual assessment purposes pursuant to Sections 4905.10 and 4911.18, Revised Code. The reporting company shall maintain supporting and/or subsidiary records to separately record revenues derived from total operations and from its Ohio intrastate operations. Information presented herein is subject to audit by the PUCO.

For the purpose of this report, sales of natural gas and electricity are deemed to occur at the meter of a retail customer.

Any competitive retail natural gas and electricity supplier that reports zero gross revenues will not be assessed.

SCHEDULE: 1

STATEMENT OF INTRASTATE GROSS SALES AND REVENUES *

<u>Natural Gas</u>	<u>Sales (Mcf)</u>	<u>Revenues (\$)</u>
Choice Program Retail Sales	26,853,374	\$212,123,712
Choice Program Aggregation Sales	0	0
Total Gas	26,853,374	\$212,123,712
<u>Electric</u>	<u>Sales (kWh)</u>	<u>Gross Receipts (\$)</u>
Total Sales	0	\$0
All Other Sales	0	0
Total Electric	0	\$0
Total Electric and Natural Gas		\$212,123,712

* The information reported on this form should refer only to those sales / revenues / intrastate gross receipts for which certification pursuant to Sections 4929.20 or 4928.20, Revised Code, is required. Natural gas Standard Choice Offer (SCO) providers should include such SCO sales and revenues as part of Choice Program Retail Sales.

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 Manager Government & Regulatory Affairs

Name 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 Boyd Sr. Manager Corporate Compliance
Name Title

carl.boyd@directenergy.com
E-mail

1001 Liberty Avenue Pittsburgh, PA 15222
Address

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

Name and Address of the President

Chris Weston, President
Name

12 Greenway Plaza Suite 600 Houston, TX 77046
Address

VERIFICATION

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

OATH

State of TX
County of Harris County

makes oath and says that Steven Murray

s/he is President, Direct Energy Residential

of Direct Energy Services, 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.

S J. Murray

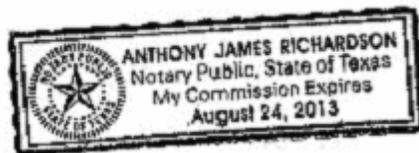
(Signature of affiant.)

Sworn and subscribed before me this 29th day of April, 2011 Month/Year

[Handwritten Signature]

Signature of notary

My commission expires on August 24, 2013



This foregoing document was electronically filed with the Public Utilities

Commission of Ohio Docketing Information System on

4/29/2011 4:25:33 PM

in

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

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