



**AEP Retail Energy**

P.O. Box 1415  
Columbus, OH 43216  
Phone: 866-823-6738  
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April 25, 2012

**VIA ELECTRONIC MAIL**

Public Utilities Commission of Ohio  
Electric Division  
180 East Broad Street  
Columbus, OH 43215-3797

**RE: AEP Retail Energy, LLC Annual Intrastate Report**

To Whom It May Concern,

Please find attached AEP Retail Energy, LLC's *Intrastate Annual Report*. Please contact me should you have any questions.

Regards,

BLUESTAR ENERGY SOLUTIONS

A handwritten signature in blue ink that reads 'Madelon A. Kuchera'.

Madelon Kuchera  
Counsel for AEP Retail Energy LLC  
363 West Erie Street, Suite 700  
Chicago, IL 60654  
Tel: (312) 628-8613  
Fax: (312) 628-8612  
[mkuchera@bluestarenergy.com](mailto:mkuchera@bluestarenergy.com)

AEP RETAIL ENERGY IS A COMPETITIVE RETAIL ELECTRIC SERVICE PROVIDER. WHILE IT IS AN AFFILIATE OF AEP OHIO, AEP RETAIL ENERGY IS NOT SOLICITING ON BEHALF OF AND IS NOT AN AGENT FOR AEP OHIO. AEP OHIO CUSTOMERS DO NOT NEED TO PURCHASE ANY COMPETITIVE RETAIL ELECTRIC SERVICE FROM AEP RETAIL ENERGY TO RECEIVE OR TO CONTINUE TO RECEIVE NONCOMPETITIVE RETAIL ELECTRIC SERVICE FROM AEP OHIO.

# COMPETITIVE RETAIL ELECTRIC SERVICE

(check all that apply):

AGGREGATOR

RETAIL ELECTRIC GENERATION PROVIDER

GOVERNMENTAL AGGREGATOR

POWER BROKER

POWER MARKETER

## INTRASTATE ANNUAL REPORT

OF

AEP Retail Energy LLC

(Exact legal name of respondent)

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

325 John H McConnell Blvd Suite 225 Columbus, OH 43215

(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.

Kevin T Weber, Manager, Business Operations, 325 John H McConnell Blvd

Email: ktweber@aep.com, Phone: 614-583-3915, Fax: 614-583-1690

### IDENTITY OF RESPONDENT

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

Corporation

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

American Electric Power

3. Date when respondent began operations in Ohio.

May 01, 2010

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.

N/A

5. If incorporated specify:

a. Date of filing of articles of incorporation: December 22, 2009

b. State in which incorporated: Delaware

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

Certificate Number: 10-193E (1)

Case Number: 09-2010-EL-CRS

Date: 2/01/2010

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.

N/A

8. Description of Ohio service territory served by respondent.

We currently service customers in the following EDU territories:

AEP, DPL, & OHED

**STATEMENT OF INTRASTATE GROSS RECEIPTS AND KWH SALES**

<u>Customer Class</u>	<u>Sales (kWh)</u>	<u>Earnings (\$)</u>
Residential	0	\$0
Commercial	40,384,000	2,409,000
Industrial	0	0
<u>Other</u>	<u>0</u>	<u>0</u>
<b>Total</b>	<b>40,384,000</b>	<b>\$2,409,000</b>

**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**

Kevin T Weber  
Name

Manager, Business Operations  
Title

ktweber@aep.com  
E-mail

325 John H McConnell Blvd Suite 225 Columbus, OH 43215  
Address

614-583-3915  
Phone Number (Including Area Code)

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

Kevin T Weber  
Name

Manager, Business Operations  
Title

ktweber@aep.com  
E-mail

325 John H McConnell Blvd Suite 225 Columbus, OH 43215  
Address

614-583-3915  
Phone Number (Including Area Code)

**Name and Address of the President**

Greg B Hall  
Name

325 John H McConnell Blvd Suite 225 Columbus, OH 43215  
Address

**VERIFICATION**

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

**OATH**

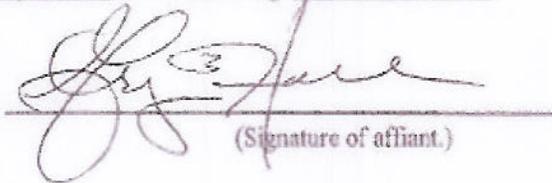
State of OH  
County of Franklin

makes oath and says that Greg B Hall

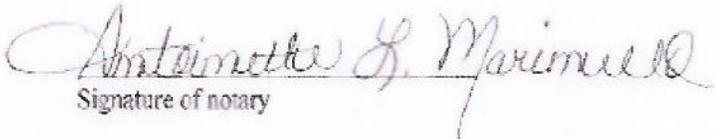
s/he is Vice President, AEP Retail Energy

of AEP Retail Energy

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 28<sup>th</sup> day of April, 2011 Month/Year

  
Signature of notary

My commission expires on April 21, 2013



Antoinette L. Marinello  
Notary Public-State of Ohio  
My Commission Expires  
April 21, 2013

**This foregoing document was electronically filed with the Public Utilities**

**Commission of Ohio Docketing Information System on**

**4/27/2012 3:17:18 PM**

**in**

**Case No(s). 12-0002-GA-RPT**

Summary: Report electronically filed by Gloria J McCallum on behalf of AEP Retail Energy