

COMPETITIVE RETAIL ELECTRIC SERVICE

(check all that apply):

AGGREGATOR

RETAIL ELECTRIC GENERATION PROVIDER

GOVERNMENTAL AGGREGATOR

POWER BROKER

POWER MARKETER

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 Avenue 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, 2011

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

Carl Boyd, Senior Manager, Compliance, 1001 Liberty Avenue

Email: carl.boyd@directenregy.com, Phone: (412) 667-5272, Fax:(412) 667-6104

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 customer 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 2011.

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 October 27, 2000 in PUCO docket 00-1758-EL-CRS
Renewal Certificate Number 00-005(6) issued November 1, 2010 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 2011 under a name other than that 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

STATEMENT OF INTRASTATE GROSS RECEIPTS AND KWH SALES

<u>Customer Class</u>	<u>Sales (kWh)</u>	<u>Earnings (\$)</u>
Residential	0	\$0
Commercial	781,269,000	51,274,000
Industrial	43,507,000	3,321,000
Other	0	0
Total	824,776,000	\$54,595,000

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.

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, 2011 to and including December 31, 2011.



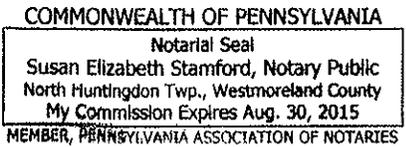
(Signature of affiant.)

Sworn and subscribed before me this 27th day of APRIL, 2012 Month/Year

Susan Elizabeth Stamford

Signature of notary

My commission expires on MAY 30, 2015



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

Senior Manager, Gov't and Reg 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

Senior Manager, Compliance
Title

Carl.Boyd@directenergy.com
E-mail

Liberty Center 1001 Liberty Avenue Pittsburgh, PA 15222
Address

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

Name and Address of the President

Maura Clark, President & CEO
Name

Liberty Center 1001 Liberty Avenue Pittsburgh, PA 15222
Address

This foregoing document was electronically filed with the Public Utilities

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in

Case No(s). 12-0003-GE-RPT

Summary: Annual Report CRES Interstate Annual Report of Direct Energy Business, LLC
filed 4.26.12 electronically filed by Carl W. Boyd on behalf of Direct Energy