

# 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 Services, LLC  
(Exact legal name of respondent)

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

12 Greenway Plaza Suite 250 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, 2011

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

Carl W. Boyd, Senior Manager, Compliance, Liberty Center, 1001 Liberty Avenue, Pittsburgh, PA 15222

Email: [carl.boyd@directenergy.com](mailto:carl.boyd@directenergy.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 Services, LLC is a Limited Liability Company.

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

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

3. Date when respondent began operations in Ohio.

December 15, 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.

Direct Energy Services, LLC was not part of a consolidation or merger in 2011.

5. If incorporated specify:

- a. Date of filing of articles of incorporation: June 22, 2004
- b. State in which incorporated: Delaware

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

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).

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 Services, 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.

Duke Energy

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

<u>Customer Class</u>	<u>Sales (kWh)</u>	<u>Earnings (\$)</u>
Residential	98,622,000	\$7,563,000
Commercial	0	0
Industrial	0	0
Other	0	0
<b>Total</b>	<b>98,622,000</b>	<b>\$7,563,000</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**

Teresa Ringenbach Manager, Government & Regulatory Affairs

Name Title

teresa.ringenbach@directenergy.com  
E-mail

9605 El Camino Lane Plain City, OH 43064  
Address

(518) 439-2195  
Phone Number (Including Area Code)

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

Carl W. Boyd Senior Manager, Compliance  
Name 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**

Steven Murray, President  
Name

12 Greenway Plaza Suite 250 Houston, TX 77046  
Address

VERIFICATION

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

OATH

State of Texas  
County of Harris

makes oath and says that Steven Murray

s/he is President, Direct Energy Residential

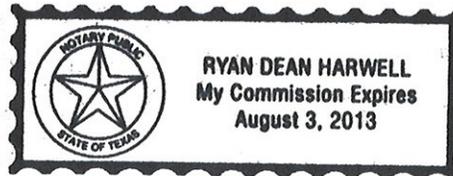
of Direct Energy Services, LLC

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, 2011 to and including December 31, 2011.

*per* S. J. Murray  
(Signature of affiant.)

Sworn and subscribed before me this 27<sup>TH</sup> day of APRIL, 2012 Month/Year

[Signature]  
Signature of notary



My commission expires on August 3, 2013

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

**Commission of Ohio Docketing Information System on**

**4/30/2012 11:01:21 AM**

**in**

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

Summary: Annual Report electronically filed by Carl W. Boyd on behalf of Direct Energy