

COMPETITIVE RETAIL NATURAL GAS SERVICE PROVIDERS

For the provision of (check all that apply):

- RETAIL NATURAL GAS SUPPLIER
- RETAIL NATURAL GAS MARKETER
- RETAIL NATURAL GAS BROKER
- RETAIL NATURAL GAS AGGREGATOR
- OTHER (Describe):

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, Suite 250, Houston, Harris TX 77046

| | | | | |
|---------|------|--------|-------|----------|
| Address | City | County | State | Zip Code |
|---------|------|--------|-------|----------|

866-348-4193

Phone: (Area Code) Number

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, e-mail 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, Phone: 412-667-5272, Fax:412-667-6104

IDENTITY OF RESPONDENT

1. Identify respondent's form of business organization: sole proprietorship, partnership, corporation, or other (explain).

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.

Direct Energy Services, LLC did not conduct business under any other names in 2011.

3. Identify PUCO Case Number (and date issued) granting operating authority and identify certificate number(s) issued. Provide full particulars.

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).

4. Check all service territories in Ohio served by respondent:

- Columbia Gas of Ohio
- Dominion East Ohio
- Duke Energy Ohio
- Vectren Delivery of Ohio
- Other (Please Explain):

5. Website URL.

www.directenergy.com

Instructions:

Schedule 1 is used for PUCO annual assessment purposes pursuant to Section 4905.10, RC. 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 are deemed to occur at the meter of a retail customer.

SCHEDULE: 1

STATEMENT OF INTRASTATE SALES AND REVENUES*

| <u>Natural Gas Sales/Revenues</u> | <u>Sales (Mcf)</u> | <u>Revenues (\$)</u> |
|---|--------------------|----------------------|
| 1 Choice Program Retail Sales | 28,829,704 | \$211,213,094 |
| <u>2 Choice Program Aggregation Sales</u> | <u>0</u> | <u>0</u> |
| 3 Total Natural Gas Sales (1 + 2) | 28,829,704 | \$211,213,094 |

* The information reported on this form should refer only to those sales and revenues for which certification pursuant to Section 4929.20, 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
Name

Sr. Manager, Gov't & 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

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

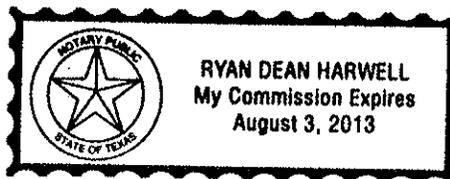
(Signature of affiant.)

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

R. Dean Harwell

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 10:56:57 AM

in

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

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