



James J. McNulty, Secretary
Pennsylvania Public Utilities Commission
Commonwealth Keystone Building
400 North Street
Harrisburg, PA 17120

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APR 30 2012

PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

April 30, 2012

RE: Retail Choice Activity Reports for Calendar Year 2011

Secretary McNulty:

L-00070184

Enclosed please find the Retail Choice Activity Reports for the reporting period of January 1, 2011 to December 31, 2011 for the following Direct Energy entities :

- Direct Energy Services, LLC
- Direct Energy Business, LLC

Please note that these reports have also been submitted via email to Chuck Covage in the Bureau of Technical Utility Services' Energy Planning Section.

Pursuant to 52 PA. Code 5.423, Direct Energy hereby requests confidential treatment of the information contained in the report. The numbers of customer counts by category are not released publicly in any other forum and, among other concerns, could be used to determine Direct Energy's market share and/or used against Direct Energy, to its competitive disadvantage. As such, enclosed are four copies of each report – two with the confidential information redacted and two unredacted copies.

If there are any questions or comments regarding this submission, please contact me.

Regards,

A handwritten signature in black ink, appearing to read "C. Boyd", written over the typed name.

Carl W. Boyd
Sr. Manager, Compliance
carl.boyd@directenergy.com

enclosures

Form 4. Pennsylvania Retail Electricity Choice Activity Report: Electric Generation Supplier (EGS) Survey

Reported on a Statewide Basis: Residential

EGS Name: Direct Energy Services

Reporting Period Date: January 2, 1011 to December 31, 2011

Confidential

Data from EGS	Residential Totals
1. Total Number of Customer Accounts Served §54.203 (a)(4)(i)	
2. Number of Customer Accounts- Flat Rate* §54.203 (a)(4)(ii)	
3. Number of Customer Accounts- Seasonal Rates* §54.203 (a)(4)(iii)	
Seasonal rates differ in summer/non-summer:	
4. Number of Customer Accounts- Time of Use Rates* §54.203 (a)(4)(iv)	
A retail customer account that is charged a rate that changes at different times of the day or night, or at different times during a 24-hour period or 7 day period but not as	
5. Number of Customer Accounts-Hybrid Rate Schedule* §54.203 (a)(4)(v)	
Includes any pricing arrangement which incorporates hourly rates and block rates.	
6. Number of Customer Accounts-Other Categories*	
(Do not include Customers in #2-5 or #8.) Please Specify:	
7a. Number of Customer Accounts in #2-6 on 1 year fixed term contract §54.203 (a)(4)(vi)	
7b. Number of Customer Accounts in #2-6 on 2 year fixed term contract	
7c. Number of Customer Accounts in #2-6 on 3 year fixed term contract	
8. Number of Customer Accounts- Hourly/Real Time Rates* §54.203 (a)(4)(xi)	
Includes any pricing arrangement based on hourly or daily energy prices. Example: LMP based rate or rate based on prior-day announced price.	
9a. Number of Customer Accounts-Mandatory Curtailable §54.203 (a)(4)(viii)	
9b. Number of Customer Accounts-Voluntary Curtailable §54.203 (a)(4)(ix)	
10. Number of Customer Accounts- Green Power §54.203 (a)(4)(vii)	
Defined as electric supply that has been promoted as having greater than required renewable content* & exceeds existing minimum renewable content requirements for retail power. Products offered to customer when customer requests specialized service.	
11. Number of Customer Accounts-Supplier Billing §54.203 (a)(4)(x)	
Includes all customers who are not billed by the utility for the supplier's services. Includes customers billed by a billing service other than the utility.	
12. Number of Customer Accounts- Auto Payment §54.203 (a)(4)(x)	
Includes customers indicated in #11 who are billed automatically on credit cards or other automatic payment arrangement (i.e. bank transfer)	
13. Number of Customer Accounts- Budget Billing §54.203 (a)(4)(x)	

* Do Not Include A Customer Under More Than 1 Rate Schedule in #2-6 & 8.

Note: Items # 7a,b,c-- Number of fixed term customer accounts by length of the original primary contract, specifying length in number of years.

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Marissa Vail
Direct Energy Business
1001 Liberty Ave

Pittsburgh, PA 15237

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SECRETARY'S BUREAU

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Attn: James J. McNulty, Secretary
PA PUC
400 NORTH ST
COMMONWEALTH KEYSTONE BUILDING
HARRISBURG, PA 17120

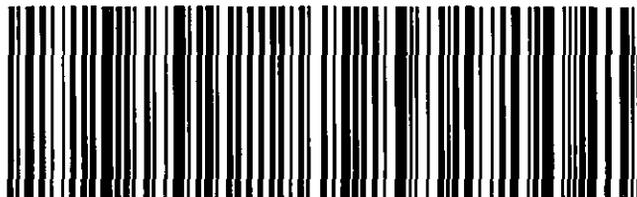
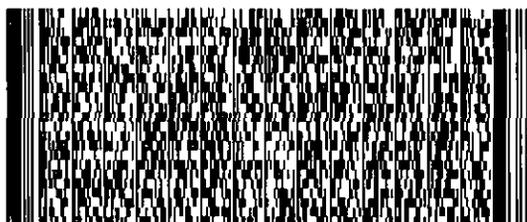
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