



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

RECEIVED

APR 30 2012

PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

April 30, 2012

RE: Retail Choice Activity Reports for Calendar Year 2011

L-00070184

Secretary McNulty:

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 be 'C. Boyd', written over a large, faint circular stamp or watermark.

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

enclosures

**Form 5. Pennsylvania Retail Electricity Choice Activity Report: Electric Generation Supplier (EGS) Survey
Reported on a Statewide Basis: Small, Medium & Large Non-Residential Classifications**

EGS Name: Direct Energy Business, LLC

Reporting Period Date: January 1, 2011 to December 31, 2011

Data from EGS: Confidential	Small	Medium	Large	Total
	Non-Residential	Non-Residential	Non-Residential	
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 frequently as each hour to reflect the costs of serving the customer during different time periods.				
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				
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.

*some contracts extend beyond 3 year term; included in this category.

RECEIVED

page 1

APR 30 2012

PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

RECEIVED

Form 5 Attachment
Classification Definitions

Classifications	Criteria for Inclusion in Classification
Small Non-Residential	0 to 120,450 kWh annual usage (25 kW * %55 load factor * 8760 hours in the year)
Medium Non-Residential	120,451 to 2,409,000 kWh annual usage (500kW * 55%load factor * 8760 hours in the year)
Large Non-Residential	2,409,001 kWh annual usage and greater

**Form 5. Pennsylvania Retail Electricity Choice Activity Report: Electric Generation Supplier (EGS) Survey
Reported on a Statewide Basis: Small, Medium & Large Non-Residential Classifications**

EGS Name: Direct Energy Business, LLC

Reporting Period Date: January 1, 2011 to December 31, 2011

Data from EGS: Confidential	Small	Medium	Large	Total
	Non-Residential	Non-Residential	Non-Residential	
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 frequently as each hour to reflect the costs of serving the customer during different time periods.				
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				
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.

*some contracts extend beyond 3 year term; included in this category.

RECEIVED

APR 30 2012

...

Form 5 Attachment
Classification Definitions

Classifications	Criteria for Inclusion in Classification
Small Non-Residential	0 to 120,450 kWh annual usage (25 kW * %55 load factor * 8760 hours in the year)
Medium Non-Residential	120,451 to 2,409,000 kWh annual usage (500kW * 55%load factor * 8760 hours in the year)
Large Non-Residential	2,409,001 kWh annual usage and greater

From: (412) 804-5542
Marissa Vail
Direct Energy Business
1001 Liberty Ave

Pittsburgh, PA 15237

Origin ID: BFDA



Ship Date: 30APR12
Act/Wgt: 1.0 LB
CAD: 7955231/NET3250

Delivery Address Bar Code



RECEIVED

APR 30 2012

PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

SHIP TO: (412) 667-5272 **BILL SENDER**
Attn: James J. McNulty, Secretary
PA PUC
400 NORTH ST
COMMONWEALTH KEYSTONE BUILDING
HARRISBURG, PA 17120

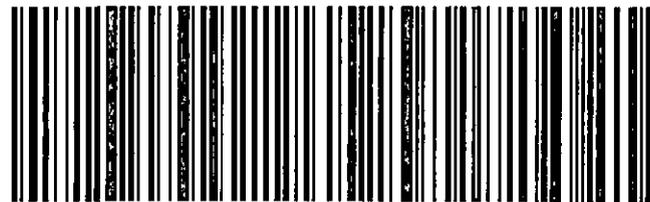
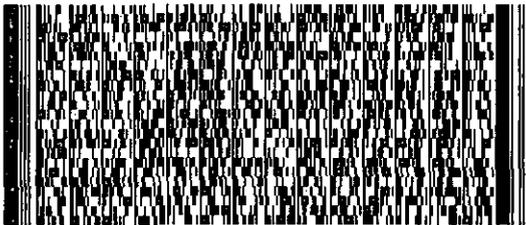
Ref #
Invoice #
PO #
Dept #

TUE - 01 MAY A1
STANDARD OVERNIGHT

TRK# 7935 1205 5662
0201

17120
PA-US
MDT

NA MDTA



512G3/61A/4/A278

After printing this label:

1. Use the 'Print' button on this page to print your label to your laser or inkjet printer.
2. Fold the printed page along the horizontal line.
3. Place label in shipping pouch and affix it to your shipment so that the barcode portion of the label can be read and scanned.

Warning: Use only the printed original label for shipping. Using a photocopy of this label for shipping purposes is fraudulent and could result in additional billing charges, along with the cancellation of your FedEx account number.

Use of this system constitutes your agreement to the service conditions in the current FedEx Service Guide, available on fedex.com. FedEx will not be responsible for any claim in excess of \$100 per package, whether the result of loss, damage, delay, non-delivery, misdelivery, or misinformation, unless you declare a higher value, pay an additional charge, document your actual loss and file a timely claim. Limitations found in the current FedEx Service Guide apply. Your right to recover from FedEx for any loss, including intrinsic value of the package, loss of sales, income interest, profit, attorney's fees, costs, and other forms of damage whether direct, incidental, consequential, or special is limited to the greater of \$100 or the authorized declared value. Recovery cannot exceed actual documented loss. Maximum for items of extraordinary value is \$500, e.g. jewelry, precious metals, negotiable instruments and other items listed in our Service Guide. Written claims must be filed within strict time limits, see current FedEx Service Guide.