

Brian J. Knipe  
717 237 4820  
brian.knipe@bipc.com

17 North Second Street,  
15th Floor  
Harrisburg, PA 17101-1503  
T 717 237 4820  
F 717 233 0852  
www.bipc.com

May 29, 2012

**VIA E-FILING**

Rosemary Chiavetta, Secretary  
Pennsylvania Public Utility Commission  
Commonwealth Keystone Building  
400 North Street  
Harrisburg, PA 17120

Re: *Investigation of Pennsylvania's Retail Electricity Market,*  
Docket No. I-2011-2237952

Dear Secretary Chiavetta:

On behalf of FirstEnergy Solutions Corp., I have enclosed the *Comments of FirstEnergy Solutions Corp. on Proposed Delays of Educational Mailings* for filing in the above-captioned matter.

Very truly yours,



Brian J. Knipe

For BUCHANAN INGERSOLL & ROONEY, P.C.

BJK/kra

Enclosures

cc: ra-RMI@pa.gov (w/encl.)

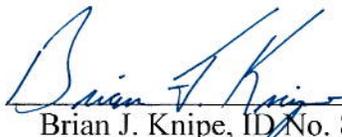


with electric distribution companies' mailings of notifications for their retail opt-in programs, which will also occur in the second quarter of 2013.

While the Commission and RMI stakeholders carefully planned the consumer education program to include three distinct mailings, the Commission may want to consider reducing the campaign to only two mailings, at least in the case of residential customers, to allow for a sufficient pause between the last educational mailing and the opt-in mailings.

Respectfully submitted,

Amy M. Klodowski, ID No. 28068  
FirstEnergy Solutions Corp.  
800 Cabin Hill Drive  
Greensburg, PA 15601  
Telephone: (724) 838-6765  
Facsimile: (724) 830-7737  
[aklodow@firstenergycorp.com](mailto:aklodow@firstenergycorp.com)

By:   
Brian J. Knipe, ID No. 82854  
Buchanan Ingersoll & Rooney, P.C.  
17 North Second Street, 15th Floor  
Harrisburg, PA 17101-1503  
Telephone: (717) 237-4820  
Facsimile: (717) 233-0852  
[brian.knipe@bipc.com](mailto:brian.knipe@bipc.com)

Dated: May 29, 2012

Attorneys for FirstEnergy Solutions Corp.