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| PUC logo | COMMONWEALTH OF PENNSYLVANIAPENNSYLVANIA PUBLIC UTILITY COMMISSIONP.O. BOX 3265, HARRISBURG, PA 17105-3265 | **IN REPLY PLEASE REFER TO OUR FILE** |

February 16, 2011

To: Licensed Electric Generation Suppliers and Electric Distribution Companies

Re: Entering Pricing and Contact Information on Electric Shopping Website

Docket No. M-2009-2082042

 The Pennsylvania Public Utility Commission urges all licensed electric generation suppliers and electric distribution companies (EDCs) to be diligent in updating their pricing information on the recently developed electric shopping website, [www.PAPowerSwitch.com](http://www.PAPowerSwitch.com). In addition to electric generation suppliers, EDCs now have the ability to enter and edit their pricing information to be displayed on the website. EDCs are asked to provide the Commission with contact information for the staff person who will be responsible for updating the pricing on the website. A login and password used to enter and edit pricing information will then be emailed to the user.

When a new supplier begins offering service in Pennsylvania and wants their information to be added to the website, or when an existing licensed supplier wishes to have their information updated, they can contact the Commission at [papowerswitch.com/contact-us/](http://www.papowerswitch.com/contact-us/). The Commission will verify that the supplier is licensed by the PUC and has completed electronic data interchange (EDI) testing with the EDC in the area where the supplier plans to serve. A login and password used to enter and edit information will then be emailed to the supplier. Suppliers will be able to edit pricing information, phone numbers, discounts, fixed pricing, etc. A “comments” field also will be available for suppliers to utilize if they want to include any additional pricing information, products, incentives or discounts.

EGSs are reminded that they are obligated to provide accurate pricing information in all marketing materials pursuant to 52 Pa. Code 54.7. A failure to keep prices current on the PAPowerSwitch website could lead to the loss of an EGS’s privilege to be listed.

In order to better accommodate Pennsylvania consumers who are shopping for an alternative electric generation supplier, the Commission developed PAPowerSwitch, an electric shopping website offering a one-stop shop for residential, commercial and industrial customers wishing to find more information about electric shopping, what it is, how to shop, which suppliers are available via a zip-code search, and an interactive tool to provide supplier pricing information based on a consumer’s usage. PAPowerSwitch also includes consumer alert emails for residents to build a custom profile to receive email alerts when supplier prices change and Spanish site translation.

If there are any questions regarding the above, please contact [papowerswitch.com/contact-us/](http://www.papowerswitch.com/contact-us/).



Very truly yours,

Rosemary Chiavetta

Secretary

cc: Chairman’s Office

Vice Chairman’s Office

Commissioners’ Offices

Bohdan R. Pankiw, Chief Counsel

Office of Consumer Advocate

Office of Small Business Advocate

Electric Distribution Companies

Licensed Electric Generation Suppliers