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Deanne M. O'Dell
717.255.3744
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August 2, 2012

Via Hand Delivery

Rosemary Chiavetta, Secretary
PA Public Utility Commission
PO Box 3265
Harrisburg, PA 17105-3265

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SECRETARY'S OFFICE

Re: Application of Power Target LLC for approval to offer, render, furnish or supply electricity or electric generation services as a Broker/Marketer to the public in the Commonwealth of Pennsylvania, Docket No. XXXX-XXXXXXX

Dear Secretary Chiavetta:

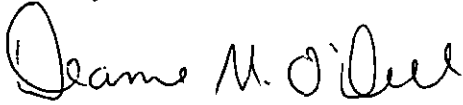
On behalf of Power Target LLC ("Applicant") enclosed are the original and three copies of its application for approval to offer, render, furnish or supply electricity or electric generation services as a Broker/Marketer to the public in the Commonwealth of Pennsylvania. Also enclosed is one electronic copy on a CD-ROM disk, and a check in the amount of \$350.00 for payment of the application fee.

Please note that Attachments D, F and G have been marked CONFIDENTIAL and are being provided in a separate sealed envelope. These attachments contain competitively sensitive information related to Applicant's business operations and sensitive personal information regarding Applicant's principals. Applicant is a privately held company and is not subject to public reporting requirements with respect to this information, and does not publish or otherwise make available for use by the general public or its competitors its financial, business operation or tax information. Accordingly, Applicant respectfully requests the Commission to maintain the confidentiality of this information. Confidential Attachments D, F and G are not being provided to the parties listed on the Certificate of Service unless requested.

Finally, while Applicant is seeking authority to provide services to all customer classes, Applicant is not proposing to directly provide electricity services to retail end users but to serve as an online marketplace which consumers can use as a resource to learn what electricity providers are available to them. If a consumer selects an alternative energy supplier, then they will receive the appropriate disclosure statement directly from that supplier. Consequently, Applicant has not included a draft residential and/or small commercial disclosure statement with this application.

If you have any questions or require additional information, please feel free to contact me at your convenience

Sincerely,



Deanne M. O'Dell

DMO/
Enclosure

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FBI/DOJ
SECURITY

BEFORE THE PENNSYLVANIA PUBLIC UTILITY COMMISSION

Application of Power Target LLC, d/b/a _____, for approval to offer, render, furnish, or supply electricity or electric generation services as a(n) Broker/Marketer to the public in the Commonwealth of Pennsylvania (Pennsylvania).

To the Pennsylvania Public Utility Commission:

1. IDENTIFICATION AND CONTACT INFORMATION

- a. **IDENTITY OF THE APPLICANT:** Provide name (*including any fictitious name or d/b/a*), primary address, web address, and telephone number of Applicant:

Power Target LLC (d/b/a Power Target)
211 Black Angus Ct.
Millersville, MD 21108
www.powertargetllc.com
410.344.7858

- b. **PENNSYLVANIA ADDRESS / REGISTERED AGENT:** If the Applicant maintains a primary address outside of Pennsylvania, provide the name, address, telephone number, and fax number of the Applicant's secondary office within Pennsylvania. If the Applicant does not maintain a physical location within Pennsylvania, provide the name, address, telephone number, and fax number of the Applicant's Registered Agent within Pennsylvania.

InCorp Services, Inc.
7208 Red Top Road
Hummelstown, PA 17036
County: Dauphin
Ph: 610.715.1969
Fax: 610.672.9884

- c. **REGULATORY CONTACT:** Provide the name, title, address, telephone number, fax number, and e-mail address of the person to whom questions about this Application should be addressed.

Robert Rex
Founder & CEO
211 Black Angus Ct.
Millersville, MD 21108
Phone: 410.344.7858
Fax: 443.267.0042
Rob.Rex@powertargetllc.com

- d. **ATTORNEY:** Provide the name, address, telephone number, fax number, and e-mail address of the Applicant's attorney. If the Applicant is not using an attorney, explicitly state so.

Troy F. Meyerson
Fraser Stryker PC LLO
500 Energy Plaza
409 South 17th Street
Omaha, NE 68102
402.341.6000
Fax: 402.341.8290
tmeyerson@fraserstryker.com

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CONTACTS FOR CONSUMER SERVICE AND COMPLAINTS: Provide the name, title, address, telephone number, FAX number, and e-mail of the person and an alternate person responsible for addressing customer complaints. These persons will ordinarily be the initial point(s) of contact for resolving complaints filed with the

Applicant, the Electric Distribution Company, the Pennsylvania Public Utility Commission, or other agencies. The main contact's information will be listed on the Commission website list of licensed EGSs.

Robert Rex
Founder & CEO
425 Grindall St.
Baltimore, MD 21230
410.344.7858
Fax: 443.267.0042
Rob.Rex@powertargetllc.com

Alternate: Jennifer Dunham Rex
Founder
425 Grindall St.
Baltimore, MD 21230
410.790.5377
Fax: 443.267.0042

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2. BUSINESS ENTITY FILINGS AND REGISTRATION

a. **FICTITIOUS NAME:** *(Select appropriate statement and provide supporting documentation as listed.)*

The Applicant will be using a fictitious name or doing business as ("d/b/a")

Provide a copy of the Applicant's filing with Pennsylvania's Department of State pursuant to 54 Pa. C.S. §311, Form PA-953.

or

The Applicant will not be using a fictitious name.

b. **BUSINESS ENTITY AND DEPARTMENT OF STATE FILINGS:**

(Select appropriate statement and provide supporting documentation. As well, understand that Domestic means being formed within Pennsylvania and foreign means being formed outside Pennsylvania.)

The Applicant is a sole proprietor.

- If the Applicant is located outside the Commonwealth, provide proof of compliance with 15 Pa. C.S. §4124 relating to Department of State filing requirements.

or

The Applicant is a:

- domestic general partnership (*)
- domestic limited partnership (15 Pa. C.S. §8511)
- foreign general or limited partnership (15 Pa. C.S. §4124)
- domestic limited liability partnership (15 Pa. C.S. §8201)
- foreign limited liability general partnership (15 Pa. C.S. §8211)
- foreign limited liability limited partnership (15 Pa. C.S. §8211)

- Provide proof of compliance with appropriate Department of State filing requirements as indicated above.
- Give name, d/b/a, and address of partners. If any partner is not an individual, identify the business nature of the partner entity and identify its partners or officers.
- Provide the state in which the business is organized/formed and provide a copy of the Applicant's charter documentation.
- * If a corporate partner in the Applicant's domestic partnership is not domiciled in Pennsylvania, attach a copy of the Applicant's Department of State filing pursuant to 15 Pa. C.S. §4124.

or

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The Applicant is a:

- domestic corporation (15 Pa. C.S. §1308)
- foreign corporation (15 Pa. C.S. §4124)
- domestic limited liability company (15 Pa. C.S. §8913)
- foreign limited liability company (15 Pa. C.S. §8981)
- Other (Describe):

- Provide proof of compliance with appropriate Department of State filing requirements as indicated above.

See Appendix E

- Provide the state in which the business is incorporated/organized/formed and provide a copy of the Applicant's charter documentation.

Maryland – see Appendix E

- Give name and address of officers.

Robert Rex
 Founder & CEO
 Baltimore, MD 21230
 410.344.7858
 Fax: 443.267.0042
 Rob.Rex@powertargetllc.com

Jennifer Dunham Rex
 425 Grindall St.
 Baltimore, MD 21230
 410.344.7858
 Fax: 443.267.0042

3. AFFILIATES AND PREDECESSORS

(both in state and out of state)

a. **AFFILIATES:** Give name and address of any affiliate(s) currently doing business and state whether the affiliate(s) are jurisdictional public utilities. If the Applicant does not have any affiliates doing business, explicitly state so. Also, state whether the applicant has any affiliates that are currently applying to do business in Pennsylvania.

NONE

b. **PREDECESSORS:** Identify the predecessor(s) of the Applicant and provide the name(s) under which the Applicant has operated within the preceding five (5) years, including address, web address, and telephone number, if applicable. If the Applicant does not have any predecessors that have done business, explicitly state so.

NONE

4. OPERATIONS

a. **APPLICANT'S PRESENT OPERATIONS:** *(select and complete the appropriate statement)*

- The Applicant is presently doing business in Pennsylvania as a
- municipal electric corporation
 - electric cooperative
 - local gas distribution company
 - provider of electric generation, transmission or distribution services
 - Other; Identify the nature of service being rendered.

or

- The Applicant is not presently doing business in Pennsylvania.

b. **APPLICANT'S PROPOSED OPERATIONS:** The Applicant proposes to operate as a *(may check multiple)*:

- Generator of electricity
- Supplier of electricity
- Aggregator engaged in the business of supplying electricity
- Broker/Marketer engaged in the business of supplying electricity services
- Electric Cooperative and supplier of electric power
- Other (Describe):

Definitions

- Supplier – an entity that sells electricity to end-use customers utilizing the jurisdictional transmission and distribution facilities of an EDC.
- Aggregator - an entity that purchases electric energy and takes title to electric energy as an intermediary for sale to retail customers.
- Broker/Marketer - an entity that acts as an intermediary in the sale and purchase of electric energy but does not take title to electric energy.

c. **PROPOSED SERVICES:** Describe in detail the electric services or the electric generation services which the Applicant proposes to offer.

Power Target LLC is an online marketplace where users can come to learn what electricity providers are available in their area. Our primary web addresses are ElectricityRates.com, CompareElectricity.com, and RenewableElectricity.com. When a user visits one of our sites, they enter their zip code and choose their utility then are presented with a list of electricity providers that offers plans in their area. We then allow the users to go choose specific plans and sign up either on our site or on the electricity providers' sites depending on the electricity providers' preference. We are also adding an inbound call center to help users understand electricity deregulation and to assist customers in choosing and accepting the best offer based on their requirements. The phone number will be included on the websites listed above.

Power Target LLC will be compensated for its service by the EGSs who chose to participate. Power Target LLC will not take ownership of the electricity being supplied to retail end user customers nor will it bill retail end user customers, collect customer payments or be responsible for paying Pennsylvania gross receipts tax.

- d. **PROPOSED SERVICE AREA:** Provide a list of each Electric Distribution Company for which the Applicant proposes to provide service.

Power Target LLC intends to offer its service through the Commonwealth.

- e. **CUSTOMERS:** Applicant proposes to provide services to:

- Residential Customers
- Small Commercial Customers - (25 kW and Under)
- Large Commercial Customers - (Over 25 kW)
- Industrial Customers
- Governmental Customers
- All of above
- Other (Describe):

- f. **PROPOSED MARKETING METHOD** (check all that apply)

- Internal – Applicant will use its own internal resources/employees for marketing
- External EGS – Applicant will contract with a PUC **LICENSED EGS** broker/marketer
- Affiliate – Applicant will use a **NON-EGS** affiliate marketing company and or individuals.
- External Third-Party – Applicant will contract with a **NON-EGS** third party marketing company and or individuals
- Other (Describe):

- g. **DOOR TO DOOR SALES:** Will the Applicant be implementing door to door sales activities?

- Yes
- No

If yes, will the Applicant be using a Third Party Verification procedure?

- Yes
- No

If yes, describe the Applicant's Third Party Verification procedures.

h. **START DATE:** Provide the approximate date the Applicant proposes to begin services within the Commonwealth.

Upon license approval.

5. COMPLIANCE

a. **CRIMINAL/CIVIL PROCEEDINGS:** State specifically whether the Applicant, an affiliate, a predecessor of either, or a person identified in this Application, has been or is currently the defendant of a criminal or civil proceeding within the last five (5) years.

Identify all such proceedings (active or closed), by name, subject and citation; whether before an administrative body or in a judicial forum. If the Applicant has no proceedings to list, explicitly state such.

NONE

b. **SUMMARY:** If applicable; provide a statement as to the resolution or present status of any such proceedings listed above.

N/A

c. **CUSTOMER/REGULATORY/PROSECUTORY ACTIONS:** Identify all formal or escalated actions or complaints filed with or by a customer, regulatory agency, or prosecutory agency against the Applicant, an affiliate, a predecessor of either, or a person identified in this Application, for the prior five (5) years, including but not limited to customers, Utility Commissions, and Consumer Protection Agencies such as the Offices of Attorney General. If the Applicant has no actions or complaints to list, explicitly state such.

NONE

d. **SUMMARY:** If applicable; provide a statement as to the resolution or present status of any actions listed above.

N/A

6. PROOF OF SERVICE

a.) **STATUTORY AGENCIES:** Pursuant to Section 5.14 of the Commission's Regulations, 52 Pa. Code §5.14, provide proof of service of a signed and verified Application with attachments on the following:

Office of Consumer Advocate
5th Floor, Forum Place
555 Walnut Street
Harrisburg, PA 17120

Office of the Attorney General
Bureau of Consumer Protection
Strawberry Square, 14th Floor
Harrisburg, PA 17120

Office of the Small Business Advocate
Commerce Building, Suite 1102

Commonwealth of Pennsylvania
Department of Revenue

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See Attached Exhibit C.

b.) **EDCs:** Pursuant to Sections 1.57 and 1.58 of the Commission's Regulations, 52 Pa. Code §§1.57 and 1.58, provide Proof of Service of the Application and attachments upon each of the Electric Distribution Companies the Applicant proposed to provide service in. Upon review of the Application, further notice may be required pursuant to Section 5.14 of the Commission's Regulations, 52 Pa. Code §5.14. Contact information for each EDC is as follows.

Allegheny Power:

Legal Department
West Penn Power d/b/a Allegheny Power
800 Cabin Hill Drive
Greensburg, PA 15601-1689

PECO:

Manager Energy Acquisition
PECO Energy Company
2301 Market Street
Philadelphia, PA 19101-8699

Duquesne Light:

Regulatory Affairs
Duquesne Light Company
411 Seventh Street, MD 16-4
Pittsburgh, PA 15219

PPL:

Legal Department
Attn: Paul Russell
PPL
Two North Ninth Street
Allentown, PA 18108-1179

Met-Ed, Penelec, and Penn Power:

Legal Department
First Energy
2800 Pottsville Pike
Reading PA, 19612

UGI:

UGI Utilities, Inc.
Attn: Rates Dept. – Choice Coordinator
2525 N. 12th Street, Suite 360
Post Office Box 12677
Reading, Pa 19612-2677

Citizens' Electric Company:

Citizens' Electric Company
Attn: EGS Coordination
1775 Industrial Boulevard
Lewisburg, PA 17837

Pike County Light & Power Company:

Director of Customer Energy Services
Orange and Rockland Company
390 West Route 59
Spring Valley, NY 10977-5300

Wellsboro Electric Company:

Wellsboro Electric Company
Attn: EGS Coordination
33 Austin Street
P. O. Box 138
Wellsboro, PA 16901

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7. FINANCIAL FITNESS

a. **BONDING:** In accordance with 66 Pa. C.S. Section 2809(c)(1)(i), the Applicant is required to file a bond or other instrument to ensure its financial responsibilities and obligations as an EGS. Therefore, the Applicant is...

- Furnishing the **original** (along with copies) of an initial bond, letter of credit or proof of bonding to the Commission in the amount of \$250,000.
- Furnishing the **original** (along with copies) of another initial security for Commission approval, to ensure financial responsibility.

Filing for a modification to the \$250,000 requirement and furnishing the **original** (along with copies) of an initial bond, letter of credit or proof of bonding to the Commission in the amount of \$10,000. Applicant is required to provide information supporting an amount less than \$250,000. Such supporting information must include indication that the Applicant will not take title to electricity and will not pay electricity bills on behalf of its customers. Further details for modification may be described as well.

- *At the conclusion of Applicant's first year of operation it is the intention of the Commission to tie security bonds to a percentage of Applicant's gross receipts resulting from the sale of generated electricity consumed in Pennsylvania. The amount of the security bond will be reviewed and adjusted on an annual basis.*
- *Example version of a bond and letter of credit are attached at Appendix D & E, Applicant's security must follow language from these examples.*
- *Any deviation from these examples must be identified in the application and may not be acceptable to the Commission.*

See attachment D

Applicant asks that the request for a modification be approved based on its business model described in response to Question 4(c). Applicant will not be taking title or ownership of the electricity nor will it be billing or collecting payments from retail end user customers.

b. FINANCIAL RECORDS, STATEMENTS, AND RATINGS: Applicant must provide sufficient information to demonstrate financial fitness commensurate with the service proposed to be provided. Examples of such information which may be submitted include the following:

- Actual (or proposed) organizational structure including parent, affiliated or subsidiary companies.
- Published Applicant or parent company financial and credit information (i.e. 10Q or 10K). (SEC/EDGAR web addresses are sufficient)
- Applicant's accounting statements, including balance sheet and income statements for the past two years.
- Evidence of Applicant's credit rating. Applicant may provide a copy of its Dun and Bradstreet Credit Report and Robert Morris and Associates financial form, evidence of Moody's, S&P, or Fitch ratings, and/or other independent financial service reports.
- A description of the types and amounts of insurance carried by Applicant which are specifically intended to provide for or support its financial fitness to perform its obligations as a licensee.
- Audited financial statements exhibiting accounts over a minimum two year period.
- Bank account statement, tax returns from the previous two years, or any other information that demonstrates Applicant's financial fitness.

See CONFIDENTIAL Attachment Appendix G

c. ACCOUNTING RECORDS CUSTODIAN: Provide the name, title, address, telephone number, FAX number, and e-mail address of Applicant's custodian for its accounting records.

Robert Rex
Founder & CEO
211 Black Angus Ct.
Millersville, MD 21108
Phone: 410.344.7858
Fax: 443.267.0042
Rob.Rex@powertargetllc.com

d. **TAXATION:** Complete the TAX CERTIFICATION STATEMENT attached as **Appendix F** to this application.

All sections of the Tax Certification Statement must be completed. Absence (submitting N/A) of any of the TAX identifications numbers (items 7A through 7C) shall be accompanied by supporting documentation or an explanation validating the absence of such information.

Items 7A and 7C on the Tax Certification Statement are designated by the Pennsylvania Department of Revenue. Item 7B on the Tax Certification Statement is designated by the Internal Revenue Service.

8. TECHNICAL FITNESS:

To ensure that the present quality and availability of service provided by electric utilities does not deteriorate, the Applicant shall provide sufficient information to demonstrate technical fitness commensurate with the service proposed to be provided.

a.) **EXPERIENCE, PLAN, STRUCTURE:** such information may include:

- Applicant's previous experience in the electricity industry.
- Summary and proof of licenses as a supplier of electric services in other states or jurisdictions.
- Type of customers and number of customers Applicant currently serves in other jurisdictions.
- Staffing structure and numbers as well as employee training commitments.
- Business plans for operations within the Commonwealth.
- Documentation of membership in PJM, ECAR, MAAC, other regional reliability councils, or any other membership or certification that is deemed appropriate to justify competency to operate as an EGS within the Commonwealth.
- Any other information appropriate to ensure the technical capabilities of the Applicant.

As explained in response to Question 4(c), applicant will not be taking title or ownership of the electricity nor will it be billing or collecting payments from retail end user customers. The descriptions of the principles found below in response to question 8(b) outline the 11+ years of experience operating web entities in regulated industries and 11+ years experience in the electricity industry.

Appendix I includes the Power Target, LLC Approval of Application for Licensure of Agents, Brokers and Consultants under Section 16-115C of the Public Utilities Act from the Illinois Commerce Commission.

b.) **OFFICERS:** Identify Applicant's chief officers including names and their professional resumes.

Jennifer Dunham Rex

Jennifer has over 11 years of energy experience. She has spent her career to date at Constellation Energy Group, a publicly traded Fortune 500 leader. Headquartered in Baltimore, Constellation has nearly 10,000 employees, approximately 12,000 megawatts of generation capacity and \$15.6 billion in annual revenues (2009).

In 2005 Jennifer took a role as Director for Constellation Energy Commodities Group, Inc. For the last six years, Jennifer managed and supplied energy products and services to a broad spectrum of customers nationwide. Jennifer's has interacted expensively with retail electricity markets in this role, with a customer base that included Retail Energy Providers, Municipalities, Cooperatives, and Energy Marketers throughout the country.

Previously, Jennifer worked in portfolio management and trading and middle office for Constellation Energy Commodities Group, Inc.

Jennifer earned a Bachelor of Arts degree in economics and psychology from the University of Virginia.

Robert Rex

Robert has spent the last 11 years working for One to One Interactive, one of the largest privately held digital marketing agencies in the Northeast. Robert held several marketing and technical roles, including running the Marketing Services department.

In 2006 Robert joined the Board of Directors for One to One Interactive and was promoted to Managing Director/ Executive Vice President of OTOnetworks, the division of One to One Interactive focused on Lead Generation. OTOnetworks manages the Lead Generation marketing for large corporations in regulated industries including Liberty Mutual Insurance, Harvard University, First Marblehead Corporation and Sovereign Bank.

Robert began working with deregulated electricity markets in 2010 when he and Jennifer began assembling the assets that would become Power Target LLC.

Robert earned a Bachelor of Science degree in computer science from the School of Engineering and Applied Sciences at the University of Virginia.

c.) FERC FILING: Applicant has:

- Filed an Application with the Federal Energy Regulatory Commission to be a Power Marketer.
- Received approval from FERC to be a Power Marketer at Docket or Case Number _____.
- Not applicable

9. DISCLOSURE STATEMENT:

a. Disclosure Statements: If proposing to serve Residential and/or Small Commercial (under 25 kW) customers, provide a Residential and/or Small Commercial disclosure statement. A sample disclosure statement is provided as Appendix G to this Application.

- Electricity should be priced in clearly stated terms to the extent possible. Common definitions should be used. All consumer contracts or sales agreements should be written in plain language with any exclusions, exceptions, add-ons, package offers, limited time offers or other deadlines prominently communicated. Penalties and procedures for ending contracts should be clearly communicated.

As explained in response to Question 4(c), Power Target LLC is not proposing to directly provide electricity services to retail end user customers but rather to serve as an online marketplace which consumers can use as a resource to learn what electricity providers are available to them. If consumers choose to receive service from an electricity generation supplier, then they will receive the appropriate disclosure statement directly from that supplier. As such, Power Target LLC does not have a need to utilize a disclosure statement to serve its business purposes and has not included a sample with this application.

10. VERIFICATIONS, ACKNOWLEDGEMENTS, AND AGREEMENTS

a. PJM LOAD SERVING ENTITY REQUIREMENT: As a prospective EGS, the applicant understands that those EGSs which provide retail electric supply service (i.e. takes title to electricity) must provide either:

- proof of registration as a PJM Load Serving Entity (LSE), or
- proof of a contractual arrangement with a registered PJM LSE that facilitates the retail electricity services of the EGS.

The Applicant understands that compliance with this requirement must be filed within 120 days of the Applicant receiving a license. As well, the Applicant understands that compliance with this requirement may be filed with this instant application.

(Select only one of the following)

- AGREED - Applicant has included compliance with this requirement in the instant application, labeled in correspondence with this section (10).
- AGREED - Applicant will provide compliance with this requirement within 120 days of receiving its license
- ACKNOWLEDGED - Applicant is not proposing to provide retail electric supply service at this time, and therefore is not presently obligated to provide such information

b. STANDARDS OF CONDUCT AND DISCLOSURE: As a condition of receiving a license, Applicant agrees to conform to any Uniform Standards of Conduct and Disclosure as set forth by the Commission. Further, the Applicant agrees that it must comply with and ensure that its employees, agents, representatives, and independent contractors comply with the standards of conduct and disclosure set out in Commission regulations at 52 Pa. Code § 54.43.

AGREED

c. REPORTING REQUIREMENTS: Applicant agrees to provide the following information to the Commission or the Department of Revenue, as appropriate:

- Retail Electricity Choice Activity Reports: The regulations at 52 Pa. Code §§ 54.201–54.204 require that all active EGSs report sales activity information. An EGS will file an annual report reporting for customer groups defined by annual usage. Reports must be filed using the appropriate report form that may be obtained from the PUC's Secretary's Bureau or the forms officer, or may be down-loaded from the PUC's internet web site.
- Reports of Gross Receipts: Applicant shall report its Pennsylvania intrastate gross receipts to the Commission on a quarterly and year to date basis no later than 30 days following the end of the quarter.
- The Treasurer or other appropriate officer of Applicant shall transmit to the Department of Revenue by March 15, an annual report, and under oath or affirmation, of the amount of gross receipts received by Applicant during the prior calendar year.
- Applicant shall report to the Commission the percentages of total electricity supplied by each fuel source on an annual basis:
- Applicant will be required to meet periodic reporting requirements as may be issued by the Commission to fulfill the Commission's duty under Chapter 28 pertaining to reliability and to inform the Governor and Legislature of the progress of the transition to a fully competitive electric market.

AGREED

d. **TRANSFER OF LICENSE:** The Applicant understands that if it plans to transfer its license to another entity, it is required to request authority from the Commission for permission prior to transferring the license. See 66 Pa. C.S. Section 2809(D). Transferee will be required to file the appropriate licensing application.

AGREED

e. **ASSESSMENT:** The Commission does not presently assess Electric Generation Suppliers for the purposes of recovery of regulatory expenses; see *PPL Energyplus, LLC v. Commonwealth*, 800 A.2d 360 (Pa. Cmwlth. 2002).

ACKNOWLEDGED

f. **FURTHER DEVELOPMENTS:** Applicant is under a continuing obligation to amend its application if substantial changes occur to the information upon which the Commission relied in approving the original filing. See 52 Pa. Code § 54.34.

AGREED

g. **FALSIFICATION:** The Applicant understands that the making of false statement(s) herein may be grounds for denying the Application or, if later discovered, for revoking any authority granted pursuant to the Application. This Application is subject to 18 Pa. C.S. §§4903 and 4904, relating to perjury and falsification in official matters.

AGREED

h. **NOTIFICATION OF CHANGE:** If your answer to any of these items changes during the pendency of your application or if the information relative to any item herein changes while you are operating within the Commonwealth of Pennsylvania, you are under a duty to so inform the Commission, within twenty (20) days, as to the specifics of any changes which have a significant impact on the conduct of business in Pennsylvania. See 52 Pa. Code § 54.34.

AGREED

i. **CEASING OF OPERATIONS:** Applicant is also required to officially notify the Commission if it plans to cease doing business in Pennsylvania, 90 days prior to ceasing operations.

AGREED

- j. **Electronic Data Interchange:** The Applicant acknowledges the Electronic Data Interchange (EDI) requirements and the relevant contacts for each EDC, as listed at appendix J.

AGREED

- k. **FEE:** The Applicant has enclosed or paid the required initial licensing fee of \$350.00 payable to the Commonwealth of Pennsylvania.

PAYMENT ENCLOSED

11. AFFIDAVITS

- a.) **APPLICATION AFFIDAVIT:** Complete and submit with your filing an officially notarized Application Affidavit stating that all the information submitted in this application is truthful and correct. An example copy of this Affidavit can be found at Appendix A.

b.) **OPERATIONS AFFIDAVIT:** Provide an officially notarized affidavit stating that you will adhere to the reliability protocols of the North American Electric Reliability Council, the appropriate regional reliability council(s), and the Commission, and that you agree to comply with the operational requirements of the control area(s) within which you provide retail service. An example copy of this Affidavit can be found at Appendix B.

12. NEWSPAPER PUBLICATIONS

Notice of filing of this Application must be published in newspapers of general circulation covering each county in which the applicant intends to provide service. Below is a list of newspapers which cover the publication requirements for Electric Generation Suppliers looking to do business in Pennsylvania.

The newspapers in which proof of publication is required is dependent on the service territories the applicant is proposing to serve. The chart below dictates which newspapers are necessary for each EDC. If the applicant is proposing to serve the entire Commonwealth, please file proof of publication in all seven newspapers.0

Please file with the Commission the Certification of Publication, along with a photostatic copy of the notice to complete the notice requirements.

Proof of newspaper publications must be filed with the initial application. Applicants **do not** need a docket number in their publication. Docket numbers will be issued when all criteria on the item 14 checklist (see below) are satisfied.

	<u>Duquesne</u>	<u>Met Ed</u>	<u>PECO</u>	<u>Penelec</u>	<u>Penn Power</u>	<u>PPL</u>	<u>UGI</u>	<u>West Penn</u>	<u>Entire Commonwealth</u>
Philadelphia Daily News		X	X			X			X
Harrisburg Patriot-News		X		X		X		X	X
Scranton Times Tribune		X		X		X	X		X
Williamsport Sun Gazette				X		X		X	X
Johnstown Tribune Democrat				X				X	X
Erie Times-News				X	X				X
Pittsburgh Post-Gazette	X				X			X	X

(Example Publication is provided at Appendix H)

13. SIGNATURE

Applicant: Power Target, LLC
 By: Robert Kell
 Title: Founder & CEO

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 SECRETARY OF REVENUE

14. CHECKLIST

For the applicant's convenience, please use the following checklist to ensure all relevant sections are complete. The Commission Secretary's Bureau will not accept an application unless each of the following sections are complete.

Applicant: _____

Applicant's Use	Signature	PUC Secretary's Bureau Use
	Filing Fee	
	Application Affidavit	
	Operations Affidavit	
	Proof of Publication	
	Bond or Letter of Credit	
	Tax Certification Statement	
	Commonwealth Department of State Verification	
	Certificate of Service	

List of Appendices to the Application of Power Target LLC
For Electric Generation Broker/Marketer License

Appendix	Description	Application Section
A	Application Affidavit	11
B	Operations Affidavit	11
C	Certificate of Service	6
D	CONFIDENTIAL License Bond CONFIDENTIAL	7(a)
E	Business Entity and Department of State Filings	7(b)
F	CONFIDENTIAL Tax Certification Statement CONFIDENTIAL	7(d)
G	CONFIDENTIAL Financial Documents CONFIDENTIAL	7(b)
H	Proof of Publication	12
I	Illinois Commerce Commission Approval	8(a)

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PA.P.U.C.
SECRETARY'S BUREAU

Appendix A

APPLICATION AFFIDAVIT

Commonwealth/State of Maryland :

County of Baltimore : ss.

Robert Rex, Affiant, being duly sworn according to law, deposes and says that:

He is the Chief Executive Officer (Office of Affiant) of Power Target LLC (Name of Applicant);

That he is authorized to and does make this affidavit for said Applicant;

That the Applicant herein, Power Target LLC, has the burden of producing information and supporting documentation demonstrating its technical and financial fitness to be licensed as an electric generation supplier pursuant to 66 Pa. C.S. § 2809 (B).

That the Applicant herein, Power Target LLC, has answered the questions on the application correctly; truthfully, and completely and provided supporting documentation as required.

That the Applicant herein, Power Target LLC, acknowledges that it is under a duty to update information provided in answer to questions on this application and contained in supporting documents.

That the Applicant herein, Power Target LLC, acknowledges that it is under a duty to supplement information provided in answer to questions on this application and contained in supporting documents as requested by the Commission.

That the facts above set forth are true and correct to the best of Affiant's knowledge, information, and belief, and that he expects said Applicant to be able to prove the same at hearing.

Robert Rex
Signature of Affiant

Sworn and subscribed before me this 11 day of June, 2012.

[Signature]
Signature of official administering oath

My commission expires FIN Z YANG
NOTARY PUBLIC STATE OF MARYLAND
My Commission Expires June 11, 2016

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SECRETARY'S BUREAU

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SECRETARY'S BUREAU

Appendix B

OPERATIONS AFFIDAVIT

Commonwealth/State of Maryland :

County of Baltimore : ss.

Robert Rex, Affiant, being duly sworn according to law, deposes and says that:

He is the Chief Executive Officer (Office of Affiant) of Power Target LLC
(Name of Applicant);

That he is authorized to and does make this affidavit for said Applicant;

That Power Target LLC, the Applicant herein, acknowledges that Power Target LLC, may have obligations pursuant to this Application consistent with the Public Utility Code of the Commonwealth of Pennsylvania, Title 66 of the Pennsylvania Consolidated Statutes; or with other applicable statutes or regulations including Emergency Orders which may be issued verbally or in writing during any emergency situations that may unexpectedly develop from time to time in the course of doing business in Pennsylvania.

That Power Target LLC, the Applicant herein, asserts that it possesses the requisite technical, managerial, and financial fitness to render electric service within the Commonwealth of Pennsylvania and that the Applicant will abide by all applicable federal and state laws and regulations and by the decisions of the Pennsylvania Public Utility Commission.

That Power Target LLC, the Applicant herein, certifies to the Commission that it is subject to, will pay, and in the past has paid, the full amount of taxes imposed by Articles II and XI of the Act of March 4, 1971 (P.L. 6, No. 2), known as the Tax Reform Act of 1971 and any tax imposed by Chapter 28 of Title 66. The Applicant acknowledges that failure to pay such taxes or otherwise comply with the taxation requirements of Chapter 28, shall be cause for the Commission to revoke the license of the Applicant. The Applicant acknowledges that it shall report to the Commission its jurisdictional Gross Receipts and power sales for ultimate consumption, for the previous year or as otherwise required by the Commission. The Applicant also acknowledges that it is subject to 66 Pa. C.S. §506 (relating to the inspection of facilities and records).

As provided by 66 Pa. C.S. §2810 (C)(6)(iv), the Applicant, by filing this application, waives confidentiality with respect to its state tax information in the possession of the Department of Revenue, regardless of the source of the information, and shall consent to the Department of Revenue providing that information to the Pennsylvania Public Utility Commission.

That Power Target LLC, the Applicant herein, acknowledges that it has a statutory obligation to conform with 66 Pa. C.S. §506, §2807 (C), §2807(D)(2), §2809(B) and the standards and billing practices of 52 PA. Code Chapter 56.

That the Applicant agrees to provide all consumer education materials and information in a timely manner as requested by the Bureau of Public Liaison or other Commission bureaus. Materials and information requested may be analyzed by the Commission to meet obligations under applicable sections of the law.

Appendix B (Continued)

That the facts above set forth are true and correct to the best of the Affiant's knowledge, information, and belief.



Signature of Affiant

Sworn and subscribed before me this 11 day of June, 2012.

EUN Z. YANG
NOTARY PUBLIC STATE OF MARYLAND
My Commission Expires June 11, 2016



Signature of official administering oath

My commission expires _____

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PA PUBLIC SERVICE
SECRETARY'S OFFICE

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2012 AUG -2 AM 5:10

PA.P.U.C.
SECRETARY'S BUREAU

Appendix E

BUSINESS ENTITY AND DEPARTMENT OF STATE
FILINGS

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SECRETARY'S OFFICE

STATE OF MARYLAND
Department of Assessments and Taxation

I, PAUL B. ANDERSON OF THE STATE DEPARTMENT OF ASSESSMENTS AND TAXATION OF THE STATE OF MARYLAND, DO HEREBY CERTIFY THAT THE DEPARTMENT, BY LAWS OF THE STATE, IS THE CUSTODIAN OF THE RECORDS OF THIS STATE RELATING TO LIMITED LIABILITY COMPANIES, OR THE RIGHTS OF LIMITED LIABILITY COMPANIES TO TRANSACT BUSINESS IN THIS STATE, AND THAT I AM THE PROPER OFFICER TO EXECUTE THIS CERTIFICATE.

I FURTHER CERTIFY THAT POWER TARGET, LLC, REGISTERED APRIL 19, 2011, IS A LIMITED LIABILITY COMPANY EXISTING UNDER AND BY VIRTUE OF THE LAWS OF THE STATE OF MARYLAND, AND THAT THE LIMITED LIABILITY COMPANY IS AT THE TIME OF THIS CERTIFICATE IN GOOD STANDING TO TRANSACT BUSINESS.

IN WITNESS WHEREOF, I HAVE HEREUNTO SUBSCRIBED MY SIGNATURE AND AFFIXED THE SEAL OF THE STATE DEPARTMENT OF ASSESSMENTS AND TAXATION OF MARYLAND AT BALTIMORE ON THIS MARCH 29, 2012.

Paul B. Anderson
Charter Division

301 West Preston Street, Baltimore, Maryland 21201
Telephone Balto. Metro (410) 767-1340 / Outside Balto. Metro (888) 246-5941
MRS (Maryland Relay Service) (800) 735-2258 TT/Voice
Fax (410) 333-7097

erblink

R7545900

COMMONWEALTH OF PENNSYLVANIA
DEPARTMENT OF STATE
CORPORATION BUREAU
401 NORTH STREET, ROOM 206
P.O. BOX 8722
HARRISBURG, PA 17105-8722
WWW.CORPORATIONS.STATE.PA.US/CORP

Power Target, LLC

THE CORPORATION BUREAU IS HAPPY TO SEND YOU YOUR FILED DOCUMENT. THE CORPORATION BUREAU IS HERE TO SERVE YOU AND WANTS TO THANK YOU FOR DOING BUSINESS IN PENNSYLVANIA.

IF YOU HAVE ANY QUESTIONS PERTAINING TO THE CORPORATION BUREAU, PLEASE VISIT OUR WEB SITE LOCATED AT WWW.CORPORATIONS.STATE.PA.US/CORP OR PLEASE CALL OUR MAIN INFORMATION TELEPHONE NUMBER (717)787-1057. FOR ADDITIONAL INFORMATION REGARDING BUSINESS AND / OR UCC FILINGS, PLEASE VISIT OUR ONLINE "SEARCHABLE DATABASE" LOCATED ON OUR WEB SITE.

ENTITY NUMBER: 4108488

Rex, Robert
425 Grindall St
Baltimore, MD 21230

PENNSYLVANIA DEPARTMENT OF STATE
CORPORATION BUREAU

Application for Registration - Foreign

(15 Pa.C.S.)

- Registered Limited Liability General Partnership (§ 8211)
 Registered Limited Liability Limited Partnership (§ 8211)
 Limited Partnership (§ 8582)
 Limited Liability Company (§ 8981)

Name: Robert Rex
Address: 425 Grindall St.
City: Baltimore State: MD Zip Code: 21230

Document will be returned to the name and address you enter to the left.

Commonwealth of Pennsylvania
APPLICATION FOR REGISTRATION.3 Page(s)



Fee: \$250

In compliance with the requirements of the applicable provisions (relating to registration); the undersigned, desiring to register to do business in this Commonwealth, hereby states that:

1. The name of the limited liability company/limited liability partnership/limited partnership in the jurisdiction in which it is formed:

Power Target, LLC

2. The name under which the limited liability company/limited liability partnership/limited partnership proposes to register and do business in this Commonwealth is:

Power Target, LLC

3. The name of the jurisdiction under the laws of which it was organized and the date of its formation:

Jurisdiction: Maryland Date of Formation: April 19th 2011

4. The (a) address of its initial registered office in this Commonwealth or (b) name of its commercial registered office provider and the county of venue is:

(a) Number and street City State Zip County

(b) Name of Commercial Registered Office Provider

INCop Services, Inc.

County

Dauphin County

Dept. of State

MAY 11 2012

SECRETARY'S BUREAU

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5. Check and complete one of the following:

The address of the office required to be maintained by it in the jurisdiction of its organization by the laws of that jurisdiction is:

211 Black Angus Ct. Millersville, MD 21108

Number and street City State Zip

It is not required by the laws of its jurisdiction of organization to maintain an office therein and the address of its principal office is:

Number and street City State Zip

~~6. For Restricted Professional Limited Liability Company Only. Strike out if inapplicable. The company is a restricted professional company organized to render the following professional service(s):~~

Limited Liability Partnership and Limited Partnership: Complete paragraphs 7 and 8

7. The name and business address of each general partner.

Name	Business Address
<u>Robert Rex</u>	<u>211 Black Angus Ct., Millersville, MD 21109</u>
<u>Jennifer Rex</u>	<u>211 Black Angus Ct., Millersville MD 21109</u>

8. The address of the office at which is kept a list of the names and addresses of the limited partners and their capital contribution is:

211 Black Angus Ct. Millersville, MD 21108 Anne Arundel

Number and street City State Zip County

The registered partnership hereby undertakes to keep those records until its registration to do business in the Commonwealth is canceled or withdrawn.

IN TESTIMONY WHEREOF, the undersigned has caused this Application for Registration to be signed by a duly authorized officer/member or manager thereof this

1 day of May, 2012.

Power Target, LLC

Name of Partnership/Company

Robert Rex

Signature

Founder & CEO

Title

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 SECRETARY'S OFFICE

Appendix H
Proof of Publication

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2012 AUG -2 PM 3:04

SECRETARIAT BUILDING

AFFIDAVIT

Commonwealth of Pennsylvania :
County of Dauphin : ss.

Deanne M. O'Dell, Affiant, being duly sworn according to law, deposes and says:

That she is an authorized representative of Power Target LLC;

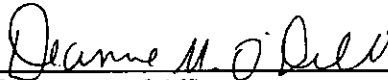
That she is authorized to and does make this affidavit for said Applicant;

That she certifies that she has caused the notice of the filing of Power Target LLC's application to offer, render, furnish or supply electricity or electric generation services as a generator and supplier of electric power, a marketer/broker engaged in the business of supplying electricity to be published in the following newspapers on the dates shown:

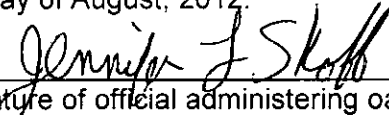
The Erie Times-News	June 21, 2012
The Patriot-News	June 22, 2012
The Scranton Times	June 20, 2012
Williamsport Sun-Gazette	June 22, 2012
Pittsburgh Post-Gazette	June 22, 2012
The Philadelphia Daily News	June 25, 2012
Tribune-Democrat, Johnstown, PA	June 20, 2012

That she is submitting to the Commission the proof of publication from each newspaper in which notice of the application filing was published.

That the facts above set forth are true and correct to the best of her knowledge, information, and belief, and that she expects said Applicant to be able to prove the same at hearing.


Signature of Affiant
Deanne M. O'Dell

Sworn and subscribed before me this 1st day of August, 2012.


Signature of official administering oath

My commission expires Dec. 9, 2014

COMMONWEALTH OF PENNSYLVANIA
Notarial Seal
Jennifer L. Skoff, Notary Public
City of Harrisburg, Dauphin County
My Commission Expires Dec. 9, 2014
Member, Pennsylvania Association of Notaries

RECEIVED
2012 AUG -2 PM 3:04
SECRETARY'S BUREAU

PROOF OF PUBLICATION
In
THE ERIE TIMES-NEWS
COMBINATION EDITION

ECKERT SEAMANS CHERIN & MELLOTT
213 MARKET ST 8TH FL
HARRISBURG PA 17101

REFERENCE: L0004367
2060775 PUC NOTICE

STATE OF PENNSYLVANIA)
COUNTY OF ERIE) SS:

Debra McGraw, being duly sworn, deposes and says that: (1) she is a designated agent of the Times Publishing Company (TPC) to execute Proofs of Publication on behalf of the TPC; (2) the TPC, whose principal place of business is at 205 W. 12th Street, Erie, Pennsylvania, owns and publishes the Erie Times-News, established October 2, 2000, a daily newspaper of general circulation, and published at Erie, Erie County Pennsylvania; (3) the subject notice or advertisement, a true and correct copy of which is attached, was published in the regular edition(s) of said newspaper on the date(s) referred to below. Affiant further deposes that he/she is duly authorized by the TPC, owner and publisher of the Erie Times-News, to verify the foregoing statement under oath, and affiant is not interested in the subject matter of the aforesaid notice or advertisement, and that all allegations in the foregoing statement as to time, place and character of publication are true.

PUBLISHED ON: 06/21

TOTAL COST: 294.00 AD SPACE: 7.000 INCH
FILED ON: 06/21/12

RECEIVED
2012 AUG -2 PM 3:04
PENNSYLVANIA
SECRETARY'S OFFICE

PENNSYLVANIA PUBLIC UTILITY COMMISSION
NOTICE
Application of **Power Target LLC** For Approval To Offer, Render, Furnish Or Supply Electricity Or Electric Generation Services As A Generator And Supplier Of Electric Power, A Marketer/ Broker Engaged In The Business Of Supplying Electricity, And An Aggregator Engaged In The Business Of Supplying Electricity, To The Public In The Commonwealth Of Pennsylvania.
Power Target LLC will be filing an application with the Pennsylvania Public Utility Commission ("PUC") for a license as a broker/marketer engaged in the business of supplying electricity services under the provisions of the Electricity Generation Customer Choice and Competition Act. **Power Target LLC** proposes to provide an online marketplace (www.electricityrates.com) where users can learn about electricity providers throughout the Commonwealth of Pennsylvania.
The PUC may consider this application without a hearing. Protests directed to the technical or financial fitness of **Power Target LLC** may be filed within 15 days of the date of this notice with the Secretary of the PUC, P.O. Box 3265, Harrisburg, PA 17105-3265. You should send copies of any protest to **Power Target LLC** attorney at the address listed below.
By and through Counsel:
Deanna M. O'Dell, Esquire
Eckert Seamans Cherin & Mellott, LLC
213 Market Street, 8th Floor
Harrisburg, PA 17101
(717) 237-6000 (phone)
(717) 237-6019 (fax)

Sworn to and subscribed before me this

21st day of June 2012 Affiant: Debra McGraw

NOTARY: Barbara J. Moore

COMMONWEALTH OF PENNSYLVANIA
Notarial Seal
Barbara J. Moore, Notary Public
City of Erie, Erie County
My Commission Expires March 23, 2016
MEMBER, PENNSYLVANIA ASSOCIATION OF NOTARIES

The Patriot-News Co.
2020 Technology Pkwy
Suite 300
Mechanicsburg, PA 17050
Inquiries - 717-255-8213

The Patriot-News
Now you know

ECKERT, SEAMANS, CHERIN & MELLOTT, LLC
213 MARKET STREET
8TH FLOOR
ATTN: JENNIFER L. SKOFF
HARRISBURG PA 17101

THE PATRIOT NEWS
THE SUNDAY PATRIOT NEWS

Proof of Publication

Under Act No. 587, Approved May 16, 1929
Commonwealth of Pennsylvania, County of Dauphin} ss

Holly Blain, being duly sworn according to law, deposes and says:

That she is a Staff Accountant of The Patriot News Co., a corporation organized and existing under the laws of the Commonwealth of Pennsylvania, with its principal office and place of business at 2020 Technology Pkwy, Suite 300, in the Township of Hampden, County of Cumberland, State of Pennsylvania, owner and publisher of The Patriot-News and The Sunday Patriot-News newspapers of general circulation, printed and published at 1900 Patriot Drive, in the City, County and State aforesaid; that The Patriot-News and The Sunday Patriot-News were established March 4th, 1854, and September 18th, 1949, respectively, and all have been continuously published ever since;

That the printed notice or publication which is securely attached hereto is exactly as printed and published in their regular daily and/or Sunday/ Community Weekly editions which appeared on the date(s) indicated below. That neither she nor said Company is interested in the subject matter of said printed notice or advertising, and that all of the allegations of this statement as to the time, place and character of publication are true; and

That she has personal knowledge of the facts aforesaid and is duly authorized and empowered to verify this statement on behalf of The Patriot-News Co. aforesaid by virtue and pursuant to a resolution unanimously passed and adopted severally by the stockholders and board of directors of the said Company and subsequently duly recorded in the office for the Recording of Deeds in and for said County of Dauphin in Miscellaneous Book "M", Volume 14, Page 317.

This ad # 0002216187 ran on the dates shown below:

June 22, 2012

Holly Blain

Sworn to and subscribed before me this 22 day of June, 2012 A.D.

Sherrie L. Owens

Notary Public

COMMONWEALTH OF PENNSYLVANIA

Notarial Seal

Sherrie L. Owens, Notary Public
Lower Paxton Twp., Dauphin County
My Commission Expires Nov. 26, 2015

MEMBER, PENNSYLVANIA ASSOCIATION OF NOTARIES

RECEIVED
2012 AUG -2 PM 3:04
SECRETARY'S BUREAU

Approval To Offer, Render, Furnish Or Supply Electricity Or Electric Generation Services As A Generator And Supplier Of Electric Power, A Marketer/Broker Engaged In The Business Of Supplying Electricity, And An Aggregator Engaged In The Business Of Supplying Electricity, To The Public In The Commonwealth Of Pennsylvania. Power Target LLC will be filing an application with the Pennsylvania Public Utility Commission ("PUC") for a license as a broker/marketer engaged in the business of supplying electricity services under the provisions of the Electricity Generation Customer Choice and Competition Act. Power Target LLC proposes to provide an online marketplace (www.electricityrates.com) where users can learn about electricity providers throughout the Commonwealth of Pennsylvania. The PUC may consider this application without a hearing. Protests directed to the technical or financial fitness of Power Target LLC may be filed within 15 days of the date of this notice with the Secretary of the PUC, P.O. Box 3265, Harrisburg, PA 17105-3265. You should send copies of any protest to Power Target LLC attorney at the address listed below.

By and through Counsel:
Deanne M. O'Dell, Esquire
Eckert Seamans Cherin & Mellott, LLC
213 Market Street, 8th Floor
Harrisburg, PA 17101
(717) 237-6000 (phone)
(717) 237-6019 (fax)

The Scranton Times (Under act P.L. 877 No 160. July 9, 1976)
Commonwealth of Pennsylvania, County of Lackawanna

ECKERT SEAMANS CHERIN & MELLOTT
ATTN: JENNIFER SKOFF
213 MARKET STREET, 8TH FLOOR HARRISBURG PA 17101

Account # 72739
Order # 80946578
Ad Price: 218.85

RECEIVED
2012 AUG -2 PM 3:04
PA PUBLIC UTILITIES
SECRETARY'S BUREAU

Gina Krushinski
Being duly sworn according to law deposes and says that she is Billing clerk for The Scranton Times, owner and publisher of The Scranton Times, a newspaper of general circulation, established in 1870, published in the city of Scranton, county and state aforesaid, and that the printed notice or publication hereto attached is exactly as printed in the regular editions of the said newspaper on the following dates:

06/20/2012

Affiant further deposes and says that neither the affiant nor The Scranton Times is interested in the subject matter of the aforesaid notice or advertisement and that all allegations in the foregoing statement as time, place and character or publication are true Gina Krushinski

Sworn and subscribed to before me
this 20th day of June A.D., 2012

Sharon Venturi

(Notary Public)

COMMONWEALTH OF PENNSYLVANIA
Notarial Seal
Sharon Venturi, Notary Public
City of Scranton, Lackawanna County
My Commission Expires Feb. 12, 2014
Member, Pennsylvania Association of Notaries

LEGAL NOTICE

PENNSYLVANIA
PUBLIC UTILITY COMMISSION
Application of Power Target LLC For Approval To Offer, Render, Furnish Or Supply Electricity Or Electric Generation Services As A Generator And Supplier Of Electric Power, A Marketer/Broker Engaged In The Business Of Supplying Electricity, And An Aggregator Engaged In The Business Of Supplying Electricity, To The Public In The Commonwealth Of Pennsylvania.

Power Target LLC will be filing an application with the Pennsylvania Public Utility Commission (PUC) for a license as a broker/marketer engaged in the business of supplying electricity services under the provisions of the Electricity Generation Customer Choice and Competition Act. Power Target LLC proposes to provide an online marketplace (www.electricityrates.com) where users can learn about electricity providers throughout the Commonwealth of Pennsylvania.

The PUC may consider this application without a hearing. Protests directed to the technical or financial fitness of Power Target LLC may be filed within 15 days of the date of this notice with the Secretary of the PUC, P.O. Box 3265, Harrisburg, PA 17105-3265. You should send copies of any protest to Power Target LLC attorney at the address listed below.

By and through Counsel:
Deanne M. O'Dell, Esquire
Eckert Seamans Cherin & Mellott, LLC
213 Market Street, 8th Floor
Harrisburg, PA 17101
(717) 237-6000 (phone)
(717) 237-6019 (fax)

PROOF OF PUBLICATION OF NOTICE IN THE WILLIAMSPORT
SUN-GAZETTE UNDER ACT NO. 587, APPROVED MAY 16, 1929

STATE OF PENNSYLVANIA
COUNTY OF LYCOMING

SS:

Bernard A. Oravec Publisher of the Sun-Gazette Company, publishers of the Williamsport, Sun-Gazette, successor to the Williamsport Sun and the Gazette & Bulletin, both daily newspapers of general circulation, published at 252 West Fourth Street, Williamsport, Pennsylvania, being duly sworn, deposes and says that the Williamsport Sun was established in 1870 and the Gazette & Bulletin was established in 1801, since which dates said successor, the Williamsport Sun-Gazette, has been regularly issued and published in the County of Lycoming aforesaid, and that a copy of the printed notice is attached hereto exactly as the same was printed and published in the regular editions of said Williamsport Sun-Gazette on the following dates, viz:

June 27, 2012

Affiant further deposes that he is an officer daily authorized by the Sun-Gazette Company, publisher of the Williamsport Sun-Gazette, to verify the foregoing statement under oath and also declares that affiant is not interested in the subject matter of the aforesaid notice of publication, and that all the allegations in the foregoing statement as to time, place and character of publication are true.

PENNSYLVANIA
PUBLIC UTILITY
COMMISSION
NOTICE

Application of Power Target LLC For Approval To Offer, Render, Furnish Or Supply Electricity Or Electric Generation Services As A Generator And Supplier Of Electric Power, A Marketer/Broker Engaged In The Business Of Supplying Electricity, And An Aggregator Engaged In The Business Of Supplying Electricity, To The Public In The Commonwealth Of Pennsylvania.

Power Target LLC will be filing an application with the Pennsylvania Public Utility Commission ("PUC") for a license as a broker/marketer engaged in the business of supplying electricity services under the provisions of the Electricity Generation Customer Choice and Competition Act. Power Target LLC proposes to provide an online marketplace (www.electricityrates.com) where users can learn about electricity providers throughout the Commonwealth of Pennsylvania.

PUC may consider

Bernard A. Oravec

SUN-GAZETTE COMPANY

Sworn to and subscribed before me

the 26th day of June 2012

Cathy A. Billey
Notary Public

NOTARIAL SEAL
CATHY A. BILLEY, Notary Public
City of Williamsport, Lycoming County
My Commission Expires May 15, 2015

RECEIVED
2012 AUG -2 PM 3:04
SECRETARY'S OFFICE

STATEMENT OF ADVERTISING COSTS

To the Sun-Gazette Company, Dr.:
For publishing the notice attached
hereto on the above state dates..... \$ 254.80
Probated same..... \$
Total..... \$ 254.80

Proof of Publication of Notice in Pittsburgh Post-Gazette

Under Act No 587, Approved May 16, 1929, PL 1784, as last amended by Act No 409 of September 29, 1951

Commonwealth of Pennsylvania, County of Allegheny, ss M. Goodwin, being duly sworn, deposes and says that the Pittsburgh Post-Gazette, a newspaper of general circulation published in the City of Pittsburgh, County and Commonwealth aforesaid, was established in 1993 by the merging of the Pittsburgh Post-Gazette and Sun-Telegraph and The Pittsburgh Press and the Pittsburgh Post-Gazette and Sun-Telegraph was established in 1960 and the Pittsburgh Post-Gazette was established in 1927 by the merging of the Pittsburgh Gazette established in 1786 and the Pittsburgh Post, established in 1842, since which date the said Pittsburgh Post-Gazette has been regularly issued in said County and that a copy of said printed notice or publication is attached hereto exactly as the same was printed and published in the _____ regular _____ editions and issues of the said Pittsburgh Post-Gazette a newspaper of general circulation on the following dates, viz:

22 of June, 2012

Affiant further deposes that he/she is an agent for the PG Publishing Company, a corporation and publisher of the Pittsburgh Post-Gazette, that, as such agent, affiant is duly authorized to verify the foregoing statement under oath, that affiant is not interested in the subject matter of the afore said notice or publication, and that all allegations in the foregoing statement as to time, place and character of publication are true.

M. Goodwin
PG Publishing Company

Sworn to and subscribed before me this day of:
June 22, 2012

Jinda M. Gaertner

COMMONWEALTH OF PENNSYLVANIA
Notarial Seal
Linda M. Gaertner, Notary Public
City of Pittsburgh, Allegheny County
My Commission Expires Jan. 31, 2015
MEMBER, PENNSYLVANIA ASSOCIATION OF NOTARIES

COPY OF NOTICE OR PUBLICATION

PENNSYLVANIA PUBLIC UTILITY COMMISSION NOTICE

Application of Power Target LLC For Approval To Offer, Render, Furnish Or Supply Electricity Or Electric Generation Services As A Generator And Supplier Of Electric Power, A Marketer/Broker Engaged In The Business Of Supplying Electricity, And An Aggregator Engaged In The Business Of Supplying Electricity, To The Public In The Commonwealth Of Pennsylvania.

Power Target LLC will be filing an application with the Pennsylvania Public Utility Commission ("PUC") for a license as a broker/marketer engaged in the business of supplying electricity services under the provisions of the Electricity Generation Customer Choice and Competition Act. Power Target LLC proposes to provide an online marketplace (www.electricityrates.com) where users can learn about electricity providers throughout the Commonwealth of Pennsylvania.

The PUC may consider this application without a hearing. Protests directed to the technical or financial fitness of Power Target LLC may be filed within 15 days of the date of this notice with the Secretary of the PUC, P.O. Box 3265, Harrisburg, PA 17105-3265. You should send copies of any protest to Power Target LLC attorney at the address listed below.

By and through Counsel:
Deanne M. O'Dell, Esquire,
Eckert Seamans Cherin & Mellott, LLC
213 Market Street
8th Floor
Harrisburg, PA 17101
(717) 237-6000 (phone)
(717) 237-6019 (fax)

RECEIVED

2012 AUG -2 PM 3:04

SECRETARY'S BUREAU

STATEMENT OF ADVERTISING COSTS

ECKERT SEAMANS CHERIN & MELLOTT
213 Market St., 8th Floor
Attn: Jennifer L. Skoff
Harrisburg PA 17101

To PG Publishing Company

Total ----- \$540.00

Publisher's Receipt for Advertising Costs

PG PUBLISHING COMPANY, publisher of the Pittsburgh Post-Gazette, a newspaper of general circulation, hereby acknowledges receipt of the aforesaid advertising and publication costs and certifies that the same have been fully paid.

Office
34 Boulevard of the Allies
PITTSBURGH, PA 15222
Phone 412-263-1338

PG Publishing Company, a Corporation, Publisher of
Pittsburgh Post-Gazette, a Newspaper of General Circulation

By _____

I hereby certify that the foregoing is the original Proof of Publication and receipt for the Advertising costs in the subject matter of said notice.

Proof of Publication in The Philadelphia Daily News
Under Act. No 587, Approved May 16, 1929

STATE OF PENNSYLVANIA
COUNTY OF PHILADELPHIA

Florence Devlin being duly sworn, deposes and says that **The Philadelphia Daily News** is a newspaper published daily, except Sunday, at Philadelphia, Pennsylvania, and was established in said city in 1925, since which date said newspaper has been regularly issued in said County, and that a copy of the printed notice of publication is attached hereto exactly as the same was printed and published in the regular editions and issues of the said newspaper on the following dates:

June 25, 2012

Affiant further deposes and says that she is an employee of the publisher of said newspaper and has been authorized to verify the foregoing statement and that she is not interested in the subject matter of the aforesaid notice of publication, and that all allegations in the foregoing statement as to time, place and character of publication are true.

Florence Devlin

Sworn to and subscribed before me this 25th day of
June, 2012.

Mary Anne Logan
Notary Public

My Commission Expires:

NOTARIAL SEAL
Mary Anne Logan, Notary Public
City of Philadelphia, Phila. County
My Commission Expires 3/30/2013

Copy of Notice of Publication

PENNSYLVANIA
PUBLIC UTILITY COMMISSION
NOTICE

Application of Power Target LLC For Approval To Offer, Render, Furnish Or Supply Electricity Or Electric Generation Services As A Generator And Supplier Of Electric Power, A Marketer/ Broker Engaged In The Business Of Supplying Electricity, And An Aggregator Engaged In The Business Of Supplying Electricity, To The Public In The Commonwealth Of Pennsylvania.

Power Target LLC will be filing an application with the Pennsylvania Public Utility Commission ("PUC") for a license as a broker/marketer engaged in the business of supplying electricity services under the provisions of the Electricity Generation Customer Choice and Competition Act. Power Target LLC proposes to provide an online marketplace (www.electricityrates.com) where users can learn about electricity providers throughout the Commonwealth of Pennsylvania.

The PUC may consider this application without a hearing. Protests directed to the technical or financial fitness of Power Target LLC may be filed within 15 days of the date of this notice with the Secretary of the PUC, P.O. Box 3285, Harrisburg, PA 17105-3285. You should send copies of any protest to Power Target LLC attorney at the address listed below.

By and through Counsel:
Deanne M. O'Dell, Esquire
Eckert Seamans Cherin & Mellott, LLC
213 Market Street, 8th Floor
Harrisburg, PA 17101
(717) 237-6000 (phone)
(717) 237-6010 (fax)

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2012 AUG -2 PM 3:04
SECRETARY'S BUREAU

COMMONWEALTH OF PENNSYLVANIA }
 County of Cambria } SS

PENNSYLVANIA
 PUBLIC UTILITY
 COMMISSION
 NOTICE

Application of Power Target LLC For Approval To Offer, Render, Furnish Or

Supply Electricity Or Electric Generation Services As A Generator And Supplier Of Electric Power, A Marketer/Broker Engaged In The Business Of Supplying Electricity, And An Aggregator Engaged In The Business Of Supplying Electricity, To The Public In The Commonwealth Of Pennsylvania.

Power Target LLC will be filing an application with the Pennsylvania Public Utility Commission ("PUC") for a license as a broker/marketer engaged in the business of supplying electricity services under the provisions of the Electricity Generation Customer Choice and Competition Act. Power Target LLC proposes to provide an online marketplace (www.electricityrates.com) where users can learn about

electricity providers throughout the Commonwealth of Pennsylvania.

The PUC may consider this application without a hearing. Protests directed to the technical or financial fitness of Power Target LLC may be filed within 15 days of the date of this notice with the Secretary of the PUC, P.O. Box 3265, Harrisburg, PA 17105-3265. You should send copies of any protest to Power Target LLC attorney at the address listed below.

By and through Counsel:
 Deanne M. O'Dell, Esquire
 Eckert Seamans Cherin & Mellott, LLC
 213 Market Street, 8th Floor
 Harrisburg, PA 17101
 (717) 237-6000 (phone)
 (717) 237-6019 (fax)

Johnstown Pa. in the County of Cambria, and Commonwealth of Pennsylvania and copy of a notice in the above matter published in said publication in the regular issues of the Tribune-Democrat, Johnstown, PA, on June 20, 2012; and that the Affiant is not interested in notice or advertising and that all of the allegations as to time, place and character of

On this 25th day of June A.D. 2012, before me, the subscriber, a Notary Public in and for said County and State, personally appeared Mary Anne Rizzo, who being duly sworn according to law, deposes and says as Retail Advertising Manager of the Tribune-Democrat, Johnstown, PA, a newspaper of general circulation as defined by the "Newspaper Advertising Act", a merger September 8, 1952, of the Johnstown Tribune, established December 7, 1853; and of the Johnstown Democrat, established March 5, 1863,

Mary Anne Rizzo

 STATEMENT OF ADVERTISING COSTS

Sworn and Subscribed before me this 25th day of June, 2012.

Juan O.R.

63 Lines @	\$2.50 per line	157.50
0.00 Inches @	\$25.00 per inch	0.00
Notary Fee		5.00
Clerical Fee		2.50
Total Cost		165.00

COMMONWEALTH OF PENNSYLVANIA

Notarial Seal
 Vivian Ohs, Notary Public
 City of Johnstown, Cambria County
 My Commission Expires Dec. 6, 2012
 MEMBER, PENNSYLVANIA ASSOCIATION OF NOTARIES

To The Tribune-Democrat, Johnstown, PA
 For publishing the notice or publication
 attached hereto on the above stated dates.

PUBLISHER'S RECEIPT FOR ADVERTISING COSTS

_____ for publisher of _____
 a newspaper of general circulation, hereby acknowledges receipt of the aforesaid
 and publication costs and certifies that the same has been duly paid.

 (Name of Newspaper)
 By _____

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Appendix I

Illinois Commerce Commission Approval

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SECRETARY'S BUREAU

STATE OF ILLINOIS

ILLINOIS COMMERCE COMMISSION

Power Target LLC :
: :
Application for Licensure of :
Agents, Brokers and Consultants : 12-0318
under Section 16-115C of the :
Public Utilities Act :

ORDER

By the Commission:

I. INTRODUCTION

On May 1, 2012, Power Target LLC ("Applicant") filed a verified application with the Illinois Commerce Commission ("Commission") requesting a certificate of service authority to operate as an agent, broker, or consultant ("ABC") in Illinois pursuant to Section 16-115C of the Public Utilities Act ("Act"), 220 ILCS 5/1-101 et seq., and 83 Ill. Adm. Code 454, "Licensure of Retail Electric Agents, Brokers and Consultants" ("Part 454"). Applicant requests authority to offer services as an ABC for the procurement or sale of retail electricity supply for third parties in the State of Illinois.

II. REQUIREMENTS FOR ALL APPLICANTS UNDER SECTION 16-115C OF THE ACT

Applicant is a business organized under the laws of Maryland and licensed to transact business in Illinois. Applicant describes itself as an online marketplace where users can come to learn what electricity providers are available in their area. Applicant's primary web addresses are ElectricityRates.com, CompareElectricity.com, and RenewableElectricity.com. Applicant states that it does not list specific plans, rates, terms, etc. on its websites. Instead, Applicant provides a list of available suppliers, from which users can choose and link with that supplier's website for specific rates, plans, terms, etc. Applicant states further that it is adding an inbound call center to help users understand electricity deregulation and to assist in choosing and accepting the best offer based on their requirements. Applicant will include its phone number on the aforementioned websites.

Applicant has certified that it will comply with all applicable regulations; that it will comply with informational and reporting requirements established by Commission rule; that it will comply with informational and reporting requirements pursuant to Section 16-115C of the Act; and that it will comply with all other applicable laws, regulations, terms, and conditions required to the extent they have application to the services being offered by an ABC. Applicant has agreed to ensure that any person who acts on its behalf will

comply with all applicable sections of Part 454. Applicant agrees that it will remain in compliance with the provisions of the Act and Part 454, and will ensure that authorizations received from customers, and all other applicable records are retained for a period of not less than three calendar years after the calendar year in which they were created. Applicant has agreed to adopt and follow rules and procedures to preserve the confidentiality of its customers' data. Applicant is not licensed as an ABC in any other jurisdiction. Applicant reports that it has not had any complaints filed against it for its provision of any services in the electric or gas industry.

III. FINANCIAL, TECHNICAL, AND MANAGERIAL REQUIREMENTS OF SECTION 16-115C

Applicant is required by Section 454.60 to demonstrate that it meets the managerial qualifications necessary to provide services as an ABC. Applicant must further provide an organizational chart that indicates the position of persons which satisfy the managerial qualification. Applicant has demonstrated that it meets the managerial qualifications set forth in Section 454.60, as demonstrated in Attachment B and C. Attachment B identifies the occupational background information of the persons being used to meet the requirements of Section 454.60(a) and Attachment C contains a corporate organizational chart.

Applicant is required by Section 454.70 to demonstrate that it meets the technical qualifications necessary to provide services as an ABC. Applicant has shown that it meets the technical qualifications set forth in Section 454.70 with the information provided in Attachment B. Attachment B contains occupational background information on the persons being used to meet the requirements of Section 454.70(a).

Pursuant to the requirements of Section 454.80 of Part 454, Applicant provided a surety bond in the amount of \$5,000 issued by a qualifying surety authorized to transact business in Illinois. Applicant further agrees to comply with the Code of Conduct for ABCs contained in Section 454.90.

IV. COMMISSION CONCLUSION AND CERTIFICATE OF SERVICE AUTHORITY

The Commission has reviewed the application and attachments regarding the technical, managerial, and financial requirements and all other requirements of the Act and Part 454 and finds that the Applicant sufficiently demonstrates compliance with the requirements. The Commission concludes, therefore, that Applicant's request for a certificate of service authority to operate as an ABC in Illinois should be granted and should include the following authority:

CERTIFICATE OF SERVICE AUTHORITY

IT IS CERTIFIED that Power Target LLC is granted service authority to operate as an agent, broker, or consultant for the procurement or sale of retail electricity supply for third parties in the State of Illinois.

V. FINDINGS AND ORDERING PARAGRAPHS

The Commission, having reviewed the entire record, is of the opinion and finds that:

- (1) Applicant, a business organized under the laws of Maryland, seeks a certificate of service authority to operate as an ABC under Section 16-115C of the Act;
- (2) the Commission has jurisdiction over the party hereto and the subject matter hereof;
- (3) the recitals of fact and conclusions reached in the prefatory portion of this Order are supported by the record and are hereby adopted as findings of fact;
- (4) Applicant has demonstrated that it possesses sufficient financial, managerial, and technical resources and abilities to provide services as an ABC for the procurement or sale of retail electricity supply to third parties in the State of Illinois;
- (5) Applicant has complied with Section 16-115C of the Act and Part 454; and
- (6) Applicant should be granted a certificate of service authority to operate as an ABC as specified in this Order.

IT IS THEREFORE ORDERED by the Illinois Commerce Commission that Power Target LLC is hereby granted a Certificate of Service Authority authorizing it to operate as an agent, broker, or consultant; said Certificate of Service Authority shall read as that set forth in Section IV of this Order.

IT IS FURTHER ORDERED that Power Target LLC shall comply with all applicable Commission rules and orders now and as hereafter amended.

IT IS FURTHER ORDERED that, subject to the provisions of Section 10-113 of the Public Utilities Act and 83 Ill. Adm. Code 200.880, this Order is final; it is not subject to the Administrative Review Law.

By order of the Commission this 16th day of May, 2012..

(SIGNED) DOUGLAS P. SCOTT

Chairman

CERTIFICATE OF SERVICE

I hereby certify that this day I served a copy of Power Target LLC's Application upon the persons listed below in the manner indicated in accordance with the requirements of 52 Pa. Code Section 1.54.

Via First Class Mail

Irwin A. Popowsky
Office of Consumer Advocate
5th Floor, Forum Place
555 Walnut St.
Harrisburg, PA 17120-1921

Stephen C. Gray
Office of Small Business Advocate
Commerce Building, Suite 1102
300 North Second St.
Harrisburg, PA 17101

Office of Attorney General
Bureau of Consumer Protection
Strawberry Square, 14th Fl.
Harrisburg, PA 17120

Commonwealth of Pennsylvania
Department of Revenue
Bureau of Compliance
Harrisburg, PA 17128-0946

Regulatory Affairs
Duquesne Light Company
411 Seventh At. MD 16-4
Pittsburgh, PA 15219

Legal Department
FirstEnergy
2800 Pottsville Pike
Reading, PA 19612

Citizens' Electric Company
Attn: EGS Coordination
1775 Industrial Blvd.
Lewisburg, PA 17837

Wellsboro Electric Company
Attn: EGS Coordination
33 Austin St.
P.O. Box 138
Wellsboro, PA 16901

Manager Energy Acquisition
PECO Energy Company
2301 Market St.
Philadelphia, PA 19101-8699

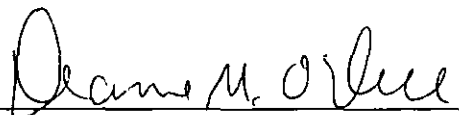
Legal Department
Attn: Paul Russell
PPL
Two North Ninth St.
Allentown, PA 18108-1179

UGI Utilities, Inc.
Attn: Rates Dept. – Choice Coordinator
2525 N. 12th St., Suite 360
P.O. Box 12677
Reading, PA 19612-2677

Director of Customer Energy Services
Orange and Rockland Company
390 West Route 59
Spring Valley, NY 10977-5300

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Dated: August 2, 2012


Deanne M. O'Dell, Esq.