

**Customized  
Energy Solutions**



**RECEIVED**

June 27, 2016

Pennsylvania Public Utility Commission  
Secretary's Bureau  
Commonwealth Keystone Building  
2<sup>nd</sup> Floor, Room N-201  
Harrisburg, PA 17120

JUN 27 2016

PA PUBLIC UTILITY COMMISSION  
SECRETARY'S BUREAU

Re: Entity Information Update on Behalf of CleanChoice Energy, Inc.  
Docket No.: A-2012-2308371

Dear Secretary,

Enclosed please find documentation of updated entity information on behalf of CleanChoice Energy, Inc. d/b/a CleanChoice Energy d/b/a Ethical Electric d/b/a Clean Energy Option f/k/a Ethical Electric, Inc. ("CleanChoice"). Included in this submission is documentation of the acceptance of the entity name change from Ethical Electric, Inc. to CleanChoice Energy, Inc. in its State of Formation, Maryland, acceptance of the entity name change and the d/b/a designations from the Pennsylvania Department of State, and updated regulatory and customer service contact information. Portions of CleanChoice's initial application that reflect these changes in Sections 1(a), (c) and (e) are included in this submission, along with a check for the filing fee of \$350. CleanChoice is in the process of obtaining a rider for the bond currently on file with the PUC reflecting its new name, and will submit the original rider separately to the Commission. CleanChoice respectfully requests that the Commission reflect this name change in its record and license.

There have been no changes to CleanChoice's ownership structure, and the name change does not affect its operational structure as a retail electric supplier. CleanChoice will also provide this updated information to all EDC's with which it is registered, and is in the process of making the required updates with FERC and with PJM. Subject to PUC approval of the of the CleanChoice Energy d/b/a, CleanChoice does not anticipate that this name change will impact existing customers, as they will continue to be served under existing trade names in Pennsylvania.

Please direct any correspondence and communication regarding this submission to the undersigned.

Respectfully Submitted,

Kira Bryers  
Customized Energy Solutions  
Phone: 267-238-4785

Email: [kbryers@ces-ltd.com](mailto:kbryers@ces-ltd.com)

On behalf of CleanChoice Energy, Inc.

Tel: 215 875-9440 • [www.ces-ltd.com](http://www.ces-ltd.com) • Email: [info@ces-ltd.com](mailto:info@ces-ltd.com)

1528 Walnut Street, 22<sup>nd</sup> Floor, Philadelphia, PA 19102

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## BEFORE THE PENNSYLVANIA PUBLIC UTILITY COMMISSION

Application of **CleanChoice Energy, Inc.**, d/b/a **CleanChoice Energy d/b/a Ethical Electric d/b/a Clean Energy Option**, for approval to offer, render, furnish, or supply electricity or electric generation services as a(n) as specified in item #4b below 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:

**CleanChoice Energy, Inc. d/b/a CleanChoice Energy d/b/a Ethical Electric d/b/a Clean Energy Option**  
1055 Thomas Jefferson Street NW, Suite 650  
Washington, DC 20007  
Phone: (202) 248-9900  
<https://cleanchoiceenergy.com>

- 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.

**VCorp Services, LLC**  
7708 Langdon Street  
Philadelphia, PA 19111

- 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.

**Jennifer Spinosi, Head of Regulatory and Compliance**  
1055 Thomas Jefferson Street NW, Suite 650  
Washington, DC 20007  
Phone: (202) 248-9900  
Fax: (800) 815-8238  
Email: [regulatory@cleanchoiceenergy.com](mailto:regulatory@cleanchoiceenergy.com)

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SECRETARY'S BUREAU

- 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.

**Richard M. Graf**  
Graf Business Law  
3540 Ordway Street NW  
Washington, DC 20016

Phone: (202) 499-5600  
Fax: (202) 595-1100  
[rick@grafbusinesslaw.com](mailto:rick@grafbusinesslaw.com)

- e. **CONTACTS FOR CONSUMER SERVICE AND COMPLAINTS: (Required of ALL Applicants)** Provide the name, title, address, telephone number, FAX number, and e-mail **OF THE PERSON AND AN ALTERNATE PERSON (2 REQUIRED)** 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.

**Kathleen Merrell**  
**Customer Experience Manager**  
1055 Thomas Jefferson Street NW, Suite 650  
Washington, DC 20007  
Phone: (202) 248-9900  
Fax: (800) 815-8238  
Email: [customercare@cleanchoiceenergy.com](mailto:customercare@cleanchoiceenergy.com)

**Paul St. Louis, Vice President of Operations**  
1055 Thomas Jefferson Street NW, Suite 650  
Washington, DC 20007  
Phone: (202) 248-9900  
Fax: (800) 815-8238  
Email: [complaintsupport@cleanchoiceenergy.com](mailto:complaintsupport@cleanchoiceenergy.com)

## 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.

Entity# : 4102964  
Date Filed : 06/06/2016  
Pedro A. Cortés  
Secretary of the Commonwealth

PENNSYLVANIA DEPARTMENT OF STATE  
BUREAU OF CORPORATIONS AND CHARITABLE ORGANIZATIONS

<input type="checkbox"/> Return document by mail to: <b>BELINDA SCHORY</b> Name: <b>PENNCORP SERVICEGROUP, INC.</b> <b>600 NORTH SECOND ST. 34192</b> Address: <b>PO BOX 1210</b> <b>HARRISBURG, PA 17102-1210</b> City: _____ State: _____ Zip Code: _____ <input type="checkbox"/> Return document by email to: _____	<b>Amendment of Foreign Registration</b>  TCO160607JD00759
--	--

Read all instructions prior to completing. This form may be submitted online at <https://www.corporations.pa.gov/>.

Fee: \$250

In compliance with the requirements of the applicable provisions of 15 Pa.C.S. § 413 (relating to amendment of foreign registration statement), the undersigned registered foreign association hereby states that:

1. The name of the association under which it is registered to do business in this Commonwealth is:

Ethical Electric, Inc.

2. The type of association is (check only one):

- |  |  |   |
|--|--|---|
| <input checked="" type="checkbox"/> Business Corporation | <input type="checkbox"/> Limited Partnership                     | <input type="checkbox"/> Business Trust           |
| <input type="checkbox"/> Nonprofit Corporation           | <input type="checkbox"/> Limited Liability (General) Partnership | <input type="checkbox"/> Professional Association |
| <input type="checkbox"/> Limited Liability Company       | <input type="checkbox"/> Limited Liability Limited Partnership   |   |

3. The (a) address of the association's registered office in this Commonwealth or (b) name of its Commercial Registered Office Provider and the county of venue is:

Complete part (a) OR (b) – not both:

(a) \_\_\_\_\_  
Number and street City State Zip County  
OR

(b) c/o: Vcorp Services, LLC Lackawanna  
Name of Commercial Registered Office Provider County

4. Effective date of amendment of foreign registration (check, and if appropriate complete, one of the following):

- The Amendment of Foreign Registration shall be effective upon filing in the Department of State.  
 The Amendment of Foreign Registration shall be effective on: \_\_\_\_\_ at \_\_\_\_\_  
Date (MM DD YYYY) Hour (if any)

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SECRETARY'S BUREAU

2016 JUN -6 AM 9:53

2016 JUN -7 AM 9:54

COMM OF PA  
DEPT OF STATE

COMM OF PA  
DEPT OF STATE

DSCB:15-413 - 2

5. Check, and if appropriate complete, one of the following:

The association desires that its registration be amended to change or correct the following information:

The name of the association is amended to: CleanChoice Energy, Inc.

The name of its Commercial Registered Office Provider and the county of venue is: Vcorp Services, LLC Philadelphia.

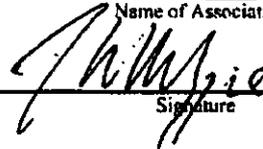
The amendment adopted by the association is set forth in full in Exhibit A attached hereto and made a part hereof.

If the amendment reflects a change in name for the association which does not comply with 15 Pa.C.S. § 414 and §§ 201-209, the foreign association must adopt an alternate name that complies with 15 Pa.C.S. §§ 201-209 for use in Pennsylvania and a resolution from the association's governors adopting the name must be attached.

IN TESTIMONY WHEREOF, the undersigned association has caused this Amendment of Foreign Registration Statement to be signed by a duly authorized representative thereof this second day of May 2016.

Ethical Electric, Inc.

Name of Association



Signature

Tom Matzzie, President

Title

Entity# : 4152163  
Date Filed : 06/24/2016  
Pedro A. Cortés  
Secretary of the Commonwealth

**PENNSYLVANIA DEPARTMENT OF STATE  
BUREAU OF CORPORATIONS AND CHARITABLE ORGANIZATIONS**

<input type="checkbox"/> Return document by mail to: Vcorp Services, LLC <hr/> Name 25 Robert Pitt Drive, Suite 204 <hr/> Address Monsey, New York 10952 <hr/> City State Zip Code <input checked="" type="checkbox"/> Return document by email to: farah@vcorpsservices.com	Fictitious Name  TML160627JD0871
---	--

Read all instructions prior to completing. This form may be submitted online at <https://www.corporations.pa.gov/>.

Fee: \$70

Check one:  Amendment (§ 312)  Withdrawal (§ 313)  Cancellation (§ 313)

In compliance with the requirements of 54 Pa.C.S. Ch.3 (relating to fictitious names), the undersigned entity or entities, desiring to amend, withdraw or cancel from a fictitious name registration, hereby state(s) that:

1. The fictitious name is:  
Clean Energy Option

2. The address of the principal place of business, including number and street, if any, is:

<u>2 Wisconsin Circle Suite 700</u>	<u>Chevy Chase</u>	<u>MD</u>	<u>20815</u>	<u>Montgomery</u>
Number and street	City	State	Zip	County

3. The last preceding filing with respect to this fictitious name was made in the Department on  
11/25/2013  
Date (MM/DD/YYYY)

4. A brief statement of the character or nature of the business or other activity to be carried on under or through the fictitious name is:  
retail electricity supply & renewable energy product

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**PA DEPT. OF STATE**

**JUN 24 2016**

PA PUBLIC UTILITY COMMISSION  
SECRETARY'S BUREAU

DSCB:54-312/313-2

5. Check one or more of the following, as appropriate:

The fictitious name has been changed to:

The principal place of business set forth in paragraph 2 has been changed to (PO Box alone not acceptable):

1055 Thomas Jefferson Street NW Suite 650	Washington	DC	20007	Montgomery
Number and street	City	State	Zip	County

The following party(ies) has (have) been added to the registration and their signature(s) appear(s) at the end of this application.

Name	Number and street	City	State	Zip
CleanChoice Energy, Inc.	1055 Thomas Jefferson Street NW Suite 650,	Washington, DC		20007

The following party(ies) has (have) withdrawn from the business and their signature(s) appear(s) at the end of this application.

Name	Number and street	City	State	Zip
Ethical Electric, Inc.	2 Wisconsin Circle Suite 700,	Chevy Chase, MD		20815

The fictitious name registration is cancelled.

6. Check box for Application for Amendment Only:

This amendment, without reference to any other filing sets forth all information with respect to the fictitious name which would be required in an original filing under the Fictitious Names Act.

7. Optional-See Instruction F: This application has been executed by an agent heretofore designated for that purpose in a prior filing in this registration.

DSCB:54-312/313-3

IN TESTIMONY WHEREOF, the undersigned has (have) caused this Application for Amendment, Withdrawal or Cancellation of/from Fictitious Name to be executed this

2 day of May 2016

Adding party(ies) signature(s)

Withdrawing party(ies) signature(s)

All current party(ies) signature(s)

\_\_\_\_\_  
\_\_\_\_\_  
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CleanChoice Energy, Inc.

Ethical Electric, Inc.

Name of Entity

Name of Entity

Name of Entity

\_\_\_\_\_  
*[Signature]*

\_\_\_\_\_  
*[Signature]*

\_\_\_\_\_  
\_\_\_\_\_

Signature

Signature

Signature

Tom Matzzie, President

Tom Matzzie, President

\_\_\_\_\_

Title

Title

Title



DSCB:54-312/313-2

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Withdrawing party(ies) signature(s)

All current party(ies) signature(s)

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CleanChoice Energy, Inc.

Ethical Electric, Inc.

Name of Entity

Name of Entity

Name of Entity

\_\_\_\_\_  
*Tom Matzzie*  
Signature

\_\_\_\_\_  
*Tom Matzzie*  
Signature

\_\_\_\_\_  
\_\_\_\_\_  
Signature

Tom Matzzie, President

Tom Matzzie, President

Title

Title

Title

Entity# : 4106041  
Date Filed : 06/24/2016  
Pedro A. Cortés  
Secretary of the Commonwealth

**PENNSYLVANIA DEPARTMENT OF STATE  
BUREAU OF CORPORATIONS AND CHARITABLE ORGANIZATIONS**

<input type="checkbox"/> Return document by mail to: Vcorp Services, LLC <hr/> Name 25 Robert Pitt Drive, Suite 204 <hr/> Address Monsey, New York 10952 <hr/> City State Zip Code <input checked="" type="checkbox"/> Return document by email to: <u>farah@vcorpsservices.com</u>	Fictitious Name  TML 160627JD0862
--	---

Read all instructions prior to completing. This form may be submitted online at <https://www.corporations.pa.gov/>.

Fee: \$70

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11/23/2013  
Date (MM/DD/YYYY)

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**PA DEPT. OF STATE  
JUN 24 2016**

PA PUBLIC UTILITY COMMISSION  
SECRETARY'S BUREAU

DSCB:54-312/313-2

## 5. Check one or more of the following, as appropriate:

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DSCB:54-312/313-3

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2 day of May, 2016

Adding party(ies) signature(s)

Withdrawing party(ies) signature(s)

All current party(ies) signature(s)

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\_\_\_\_\_  
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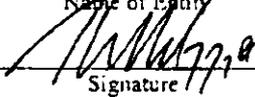
CleanChoice Energy, Inc.

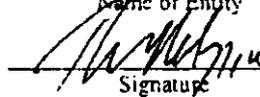
Ethical Electric, Inc.

Name of Entity

Name of Entity

Name of Entity





\_\_\_\_\_  
Signature

Signature

Signature

Tom Matzzie, President

Tom Matzzie, President

\_\_\_\_\_  
Title

Title

Title

Title

**STATE OF MARYLAND**  
**Department of Assessments and Taxation**

I, HEIDI DUDDERAR 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 THE FORFEITURE OR SUSPENSION OF CORPORATIONS, OR THE RIGHTS OF CORPORATIONS TO TRANSACT BUSINESS IN THIS STATE, AND THAT I AM THE PROPER OFFICER TO EXECUTE THIS CERTIFICATE.

I FURTHER CERTIFY THAT ETHICAL ELECTRIC, INC. FILED ARTICLES OF AMENDMENT ON MAY 19 2016 CHANGING ITS NAME TO CLEANCHOICE ENERGY, INC. (SURVIVOR)

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 JUNE 03, 2016.

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SECRETARY'S BUREAU



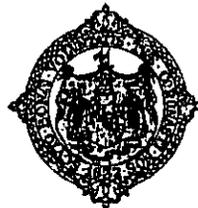
Heidi Dudderar  
Associate Director



301 West Preston Street, Baltimore, Maryland 21201  
Telephone Balto. Metro (410) 767-1344 / Outside Balto. Metro (888) 246-5941 0010130963  
MRS (Maryland Relay Service) (800) 735-2258 TT/Voice  
Fax (410) 333-7097

CRTGST

State of Maryland  
Department of  
Assessments and Taxation



Larry Hogan  
Governor

Sean P. Powell  
Director

Charter Division

Date: 05/31/2016

THIS LETTER IS TO CONFIRM ACCEPTANCE OF THE FOLLOWING FILING:

ENTITY NAME : CLEANCHOICE ENERGY, INC.  
DEPARTMENT ID : D14365027  
TYPE OF REQUEST : ARTICLES OF AMENDMENT / NAME CHANGE  
DATE FILED : 05-19-2016  
TIME FILED : 02:36 PM  
RECORDING FEE : \$100.00  
EXPEDITED FEE : \$50.00  
FILING NUMBER : 1000362009479751  
CUSTOMER ID : 0003424744  
WORK ORDER NUMBER : 0004641321

PLEASE VERIFY THE INFORMATION CONTAINED IN THIS LETTER. NOTIFY THIS DEPARTMENT IN WRITING IF ANY INFORMATION IS INCORRECT. INCLUDE THE CUSTOMER ID AND THE WORK ORDER NUMBER ON ANY INQUIRIES.

Charter Division  
Baltimore Metro Area (410) 767-1350  
Outside Metro Area (888) 246-5941

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PA PUBLIC UTILITY COMMISSION  
SECRETARY'S BUREAU

ENTITY TYPE: ORDINARY BUSINESS - STOCK  
STOCK: Y  
CLOSE: N  
EFFECTIVE DATE: 05-19-2016  
PRINCIPAL OFFICE: SECOND FLOOR  
836 PARK AVENUE  
BALTIMORE MD 21201  
RESIDENT AGENT: VCORP SERVICES MD, INC.  
SECOND FLOOR  
836 PARK AVENUE  
BALTIMORE MD 21201

COMMENTS:

THIS AMENDMENT RECORD INDICATES THE NAME CHANGE  
FROM: ETHICAL ELECTRIC, INC.  
TO: CLEANCHOICE ENERGY, INC.

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PA PUBLIC UTILITY COMMISSION  
SECRETARY'S BUREAU

ARTICLES OF AMENDMENT

(1)

ETHICAL ELECTRIC, INC.

(2)

a Maryland corporation hereby certifies to the State Department of Assessments and Taxation of Maryland that

(3) The charter of the corporation is hereby amended as follows:

The name of the corporation is CleanChoice Energy, Inc.

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SECRETARY'S BUREAU

This amendment of the charter of the corporation has been approved by  
the directors and shareholders

(4)

We the undersigned President and Secretary swear under penalties of perjury that the foregoing is a corporate act.

(5)

*Thomas H. Crowder*  
Secretary

(5)

*Thomas H. Crowder*  
President

(6) Return address of filing party:

Vcorp Services, LLC

25 Robert Pitt Drive, Suite 204

Monsey, New York 10952

MAY 19 2018

## CERTIFICATE OF SERVICE

On this the 27 day of June 2016, I certify that a true and correct copy of the foregoing Entity Information Update of Name Change filed by CleanChoice Energy, Inc. d/b/a CleanChoice Energy d/b/a Ethical Electric d/b/a Clean Energy Option f/k/a Ethical Electric, Inc., an EGS licensed under Docket A-2012-2308371 and all **NON-CONFIDENTIAL** attachments have been served, as either a hardcopy or a searchable PDF version on a cd-rom, upon the following:

Bureau of Investigation & Enforcement  
Pennsylvania Public Utility Commission  
Commonwealth Keystone Building  
400 North Street, 2 West  
Harrisburg, PA 17120

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

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

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

Small Business Advocate  
Commerce Building, Suite 202  
300 North Second Street  
Harrisburg, PA 17101

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

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

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

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

Legal Department  
First Energy  
2800 Pottsville Pike  
Reading PA, 19612

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SECRETARY'S BUREAU



Tom Matzzie, President & CEO  
CleanChoice Energy, Inc.

ORIGIN ID:MUVA (215) 875-9440  
SHARON BARRA  
CUSTOMIZED ENERGY SOLUTIONS  
1528 WALNUT STREET, 22ND FLOOR

PHILADELPHIA, PA 19102  
UNITED STATES US

SHIP DATE: 27JUN16  
ACTWGT: 0.50 LB  
CAD: 7872057/INET3730

BILL SENDER

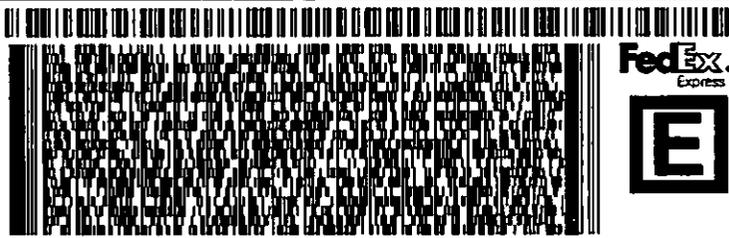
TO **ATTN: SECRETARYS BUREAU**  
**PENNSYLVANIA PUBLIC UTILITY COMMISS**  
**COMMONWEALTH KEYSTONE BUILDING**  
**2ND FLOOR, ROOM N-201**  
**HARRISBURG PA 17120**

(215) 875-9440  
INV.  
PO

REF:

DEPT:

540,1150BD/727F

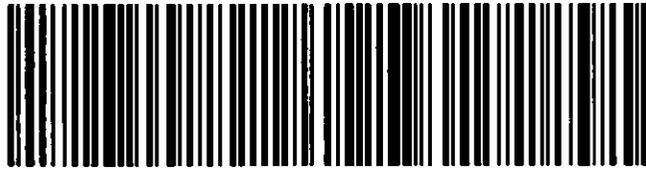


TUE - 28 JUN 3:00P  
STANDARD OVERNIGHT

TRK# 7766 1711 2907  
Q201

**EN MDTA**

17120  
PA-US MDT



**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.

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