



NRG Energy, Inc.
3711 Market Street
Philadelphia, PA 19104

December 23, 2022

VIA UPS & E-FILE

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

**Re: Electric Generation Supplier License Application Amendment for a Name Change
Docket No. A-2013-2368464; Utility Code 1115809**

Dear Secretary Chiavetta:

On November 18, 2022, Direct Energy Business Marketing, LLC ("DEBM") filed an application amendment to add a new trade name under which DEBM proposes to do business in the Commonwealth of Pennsylvania. DEBM is an indirect wholly owned subsidiary of NRG Energy, Inc. ("NRG").

On December 23, 2022, the Bureau of Technical Utility Services requested additional information to be filed within 20 days. Attached is NRG's response to the request for information, as well as its Verification of the accuracy of the information provided.

Please note that DEBM is currently not serving customers at this time; however, in the event that DEBM begins serving power customers, please see Attachment A for the required customer notice.

Should you have any questions or require additional information, please contact me at 301.509.1508 or via email at lgibbons@nrg.com.

Sincerely,

A handwritten signature in blue ink that reads "Leah Gibbons".

Leah Gibbons
Senior Director Regulatory Affairs

Enclosures

VERIFICATION

I, Leah Gibbons, hereby state that I am Senior Director of Regulatory Affairs of NRG Energy, Inc., and am authorized to make this verification on its behalf. I hereby state that the facts above set forth are true and correct to the best of my knowledge, information and belief, and that I expect to be able to prove the same at a hearing held in this matter. I understand that the statements herein are made subject to the penalties of 18 Pa. C.S. § 4904 (relating to unsworn falsification to authorities).

December 23, 2022

Dated



Leah Gibbons

Senior Director Regulatory Affairs

Docket No. A-2013-2368464
Direct Energy Business Marketing, LLC
Data Requests

1. Regarding Customer Notice – Applicant failed to provide its customer notice for this name change. Please provide the missing documentation.

Response: Please see **Attachment A** for NRG’s sample notice template.

Certificate of Service

On this 23rd day of December 2022, I certify that a true and correct copy of the foregoing filing 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
email: RA-PCCmplntResp@pa.gov

Office of the Attorney General

Bureau of Consumer Protection
Strawberry Square, 14th Floor
Harrisburg, PA 17120
e-mail: Consumers@attorneygeneral.gov

Office of Consumer Advocate

5th Floor, Forum Place
555 Walnut Street
Harrisburg, PA 17120
e-mail: consumer@paoca.org

Department of Revenue

Bureau of Compliance
PO Box 281230
Harrisburg, PA 17128-1230
email: RA-RVGAMPROFCLER@pa.gov

Office of the Small Business Advocate

Commerce Building, Suite 202
300 North Second Street
Harrisburg, PA 17101
email: tereswagne@pa.gov

Pike County Light & Power Company

Vice President – Energy Supply
Corning Natural Gas Holding Corporation
330 West William Street
Corning, NY 14830

West Penn Power d/b/a Allegheny Power

Legal Department
800 Cabin Hill Drive
Greensburg, PA 15601-1689
email: tgiesler@firstenergycorp.com

PECO

Manager Energy Acquisition
PECO Energy Company
2301 Market Street Philadelphia, PA 19101-8699
email: Carol.reilly@exceloncorp.com

Duquesne Light

Regulatory Affairs
Duquesne Light Company
411 Seventh Street, MD 16-4
Pittsburgh, PA 15219
email: twilliams@duqlight.com

PPL

Office of General Counsel
Attn: Kimberly A. Klock
PPL Two North Ninth Street (GENTW3)
Allentown, PA 18101-1179
email: kklock@pplweb.com

Met-Ed, Penelec, and Penn Power

Legal Department
First Energy
2800 Pottsville Pike
Reading PA, 19612
email: tgiesler@firstenergycorp.com

UGI

UGI Utilities, Inc. Attn: Rates Dept. – Choice Coordinator
1 UGI Drive
Denver, PA 17517
email: anzaldostephen@ugi.com

Citizens' Electric Company

Attn: EGS Coordination

1775 Industrial Boulevard

Lewisburg, PA 17837

email: kelchnerj@citizenselectric.com

Wellsboro Electric Company

Attn: EGS Coordination

33 Austin Street

P. O. Box 138

Wellsboro, PA 16901

email: ceccher@ctenterprises.org

A handwritten signature in blue ink that reads "Leah Gibbons". The signature is written in a cursive style with a large initial "L" and "G".

Leah Gibbons

Senior Director, Regulatory Affairs



Month, day, 2023

<<Company>>
<<Attn>> <<Contact>>
<<Address>>
<<City>>, <<State>> <<Zip>>

Important Information About Your <<Natural Gas or Electricity>> Service From Direct Energy Business and NRG

Dear Valued Customer,

Thank you for your continued business. As we've communicated previously, Direct Energy Business became part of NRG Energy, Inc. in January 2021. Since then, the companies have been working hard to bring together our people, platforms and technology to provide a best-in-class experience for valued business customers like you under one single brand—NRG. As such, you will notice a shift in branding from <<Direct Energy Business or Direct Energy Business Marketing>> to NRG in the coming weeks.

What does this mean to my business?

There are a few changes you will notice related to branding, but the most important parts of our relationship will remain unchanged, including:

- your energy supply agreement
- your product
- account number(s)
- invoice style
- remittance procedures

The changes you can expect include:

- your invoice will soon be branded NRG (if you're billed by the utility on our behalf, you will see <<"NRG Business" or "NRG Business Marketing" or "NRG">> referenced, instead of <<"Direct Energy Business" or "Direct Energy Business Marketing">>)
- your online account management tool, MyAccount, will include the NRG logo
- your experienced U.S.-based customer support team will now be referenced as "NRG Client Services" and will have a new toll-free number/email

Do I need to do anything?

You do not need to take action on any items at this point—we just wanted to make sure you were aware that these changes were coming so you could be prepared for what to expect.

If you have any questions about these changes, please do not hesitate to call us. Thank you again for your continued business.

Warmest Regards,

NRG Client Services
844.737.6742
GasSupport@nrg.com