



October 10, 2013

Via E-Docket

Ms. Mary Jo Kunkle
Executive Secretary
Michigan Public Service Commission
6545 Mercantile Way
Lansing, MI 48911

**Re: Plymouth Rock Energy, LLC's Alternative Electric Supplier License Application
Case No. U-17492**

Dear Ms. Kunkle,

Attached for paperless electronic filing in the above referenced case is an Application for License as an Alternative Electric Supplier submitted on behalf of Plymouth Rock Energy, LLC. The required financial data and risk management policies are considered confidential and have been provided under separate cover, in hard copy format only.

Please do not hesitate to contact me with any questions or concerns.

Respectfully Submitted,

Robert Abraham
Customized Energy Solutions
P: 267-592-3140
Email: rabraham@ces-ltd.com

On behalf of Plymouth Rock Energy, LLC

**ALTERNATIVE ELECTRIC SUPPLIER APPLICATION
FOR THE MICHIGAN PUBLIC SERVICE COMMISSION
RETAIL ACCESS PARTICIPATION AGREEMENT**

Michigan law, PA 286 of 2008, Section 10a(1)(a), provides that the Michigan Public Service Commission (Commission) shall issue orders establishing that “no more than 10% of an electric utility’s average weather adjusted retail sales for the preceding calendar year may take service from an alternative electric supplier at any time.” On September 29, 2009, the Commission established procedures in Case No. U-15801 for implementation of Section 10a(1)(b)-(d) of Act 286 and opened dockets for all individual electric utilities’ filings. Electric utilities with choice sales during a month shall file this information in their 45-day report and shall post it on their website.

Michigan law, PA 295 of 2008, Section 23, requires that an alternative electric supplier (AES) file a proposed renewable energy plan (REP) with the Commission. On December 4, 2008 the Commission issued an order in Case No. U-15800, which required all AESs to file a REP with an opportunity for public comment on proposed plans. The Commission must approve or reject a filed plan within 90 days. A separate docket will be assigned for this filing after the licensing application is approved by the Commission. Section 173(1) of Act 295 requires the Commission to establish a statewide net metering program, which includes AES participation. In its May 26, 2009 order in Case No. U-15787, the Commission formally adopted administrative rules governing electric interconnection and net metering rules that became effective May 27, 2009. On December 20, 2012 in Case No. U-15919 the Commission adopted the standard net metering application forms for AES category 1 and 2 projects.

Michigan law, PA 141 of 2000, requires that, prior to selling generation service to retail customers in Michigan, an AES must obtain a license from the Commission. A license can be obtained by satisfactory completion of this application form referred to as the Retail Access Participation Agreement. Within 90 days of the approval of an AES license by the Commission, an AES shall file its REP with the Commission.

The Commission’s terms and conditions must be adhered to by the applicant as a condition of maintaining a license. The applicant’s signature on this form attests to the accuracy of the information submitted and commits the applicant to adhere to the terms and conditions as set forth in the Commission’s order in Case No. U-11915.

Failure to provide accurate information on this form, to furnish any required supporting information including required affidavits, or to comply with the terms and conditions, can result in denial or revocation of a license. Upon approval of this application through an order issued by the Commission, the applicant will be licensed as an AES for purposes of selling electric generation services in Michigan.

PART I - FITNESS

<p>1. Name, Michigan office address, and company website: Plymouth Rock Energy, LLC 26081 Marlowe Pi. Oak Park, MI 48237 www.plymouthenergy.com</p>	<p>6. Specify type of provider (utility, marketer, utility affiliate, independent power producer): Marketer</p>
<p>2. Contact person or agent, telephone number, and e-mail: Robert Abraham, Consultant 267-592-3140 rabraham@ces-ltd.com</p>	<p>7. Business affiliation (whether utility or other): Unaffiliated, privately held New York Limited Liability Complanry</p>
<p>3. If principal place of business is outside Michigan, provide name, address, telephone number, and e-mail: 1074 Broadway Woodmere, NY 11598</p>	<p>8. FERC authorization type(s) and number(s), if required: MBR Authority Under Docket ER11-4535</p>
<p>4. Name, telephone number of 24-hour contact person for customers, and e-mail: Sam Ritter, COO 855-327-6937 customercare@plymouthenergy.com</p>	<p>9. Broker's name, address, telephone number, and e-mail (if applicable): (list all) N/A</p>
<p>5. Type of legal entity (corporate, partnership, etc.): Limited Liability Company (New York)</p>	<p>10. Please list past or future planned name changes (if applicable): N/A</p>

11. State specifically whether the applicant, an affiliate or subsidiary of the applicant, or a predecessor in interest of the applicant, or an owner, shareholder, principal, officer, executive or director associated with the applicant ever:

- Misled a potential customer and thereby induced that potential customer to sign a contract;
- Defaulted on a contract;
- Did not abide by the terms of the contract;
- Exited the market due to the imposition of any energy related penalties or finings;
- Committed any violations of law or business ethics in connection with the provision of energy or energy-related products and services anywhere in the United States that resulted in a criminal or civil conviction or agreement to pay a penalty including any settlement imposed by a court or administrative agency?

If the answer is yes to any of the above, please explain in detail. Subsequent violations must be disclosed within 30 days to the Michigan Public Service Commission.

Please see Attachment A

12. **Please submit a separate legal affidavit**, signed by a corporate officer with proper authority, which shall attest to the technical ability, knowledge, skill and competency of company and company employees to safely and reliably generate or otherwise obtain and deliver electricity and provide any other proposed services within this state.

Please see Attachment B

PART II – COMPLIANCE COMMITMENT

A supplier must demonstrate that it has the necessary technical and managerial capabilities to ensure adequate service to customers in Michigan. Please provide a complete summary of information covering the applicant's:

1. Certificate for Authority to Transact Business in Michigan (if Foreign Corp, LLC, LPC);
Please see Attachment C
2. Audited financial statements of the applicant for its two most recent fiscal years or other documentation, by affidavit, providing detailed factual data pertaining to applicant's financial standing. Please submit financials under separate cover if considered confidential;

Plymouth considers its audited financial statements confidential and has submitted under separate cover

3. Provide the means for the required \$100,000 bond or letter of credit to ensure adequate service to customers in Michigan. Draft language will be provided at a later date;
4. Corporate/Company history with biographies of key personnel;
Please see Attachment D
5. Safety record including any citations resulting from violations of any governmental or electric industry rule or regulation covering the sale of electric generation;
Please see Attachment E
6. Outline of staffing and procedures for service quality and overview of risk management strategy or policy and reliability, including any violations or failures to perform on contracts or other obligations to sell or otherwise provide power.
Please see Attachment F

PART III - COMPLIANCE COMMITMENT

A supplier must meet certain terms and conditions in order to retain its license as an Alternative Electric Supplier including: Financial Capability, Product/Service disclosure, Product/Service labeling and marketing practices, Customer enrollment, Customer confidentiality, Customer data requests, Customer involuntary service termination, Broker relationship, Reciprocity, State fee and revenue collection, Reporting, Customer education, and Service quality.

Suppliers shall be expected to fully comply with the provisions of this agreement as well as 2000 PA 141 and any Commission implementation orders related to this act. Failure to do so may result in revocation of the supplier's license to serve in accordance with the provisions of Section 10(c) of 2000 PA 141, leading to termination of the privilege to provide retail electric service in Michigan.

By signing this form the applicant and its representative: (1) certify that the information provided herein is accurate and complete, and (2) agree to abide by the provisions of this agreement.

Signature:  Date: 10/2/2013
Name: Shyam Persaud Title: VP of Finance

TERMS AND CONDITIONS
ALTERNATIVE ELECTRIC SUPPLIER LICENSING PROGRAM

1. **Supplier information.** Applicant will apprise the Commission Staff (Staff) of any change of its name, Michigan address, telephone number, contact person or agent.
2. **Twenty-four hour contact.** A supplier or agent and telephone number must be made available at all times enabling communication between the customer and supplier. The supplier shall maintain an office within Michigan.
3. **FERC authorization.** Suppliers must obtain any authorizations required by the Federal Energy Regulatory Commission, including authorization to become registered as a Power Marketer, if required by law. A supplier must notify the Staff within 60 days of receiving any such authorization.
4. **Business practices and ethics disclosure.** An AES shall follow all state and federal laws, as well as Commission policies and practices that may be established. Violations of law or business ethics by an AES, AES's agent, affiliate or subsidiary of the applicant, or a predecessor in interest of the applicant, or an owner, shareholder, principal, officer, executive or director associated with the applicant in connection with provision of energy or energy related products or services anywhere in the United States that results in a conviction or acceptance of a penalty for said behavior must be disclosed to the Michigan Public Service Commission within 30 days of any conviction or penalty determined or imposed by a court or an administrative agency.
5. **Product/Service disclosure.** A supplier shall make available, to the extent available and practical, detailed information about the characteristic of the products and services offered, such as the owner, source(s), and fuel type(s) of energy that is in the supplier's portfolio.
6. **Product/Service labeling and marketing practices.** Suppliers must commit to following all state and federal laws, as well as Commission policies and practices that may be established to insure truthful representation of services is practiced in connection with the marketing and sale of electrical products and services in the Michigan retail access program.
7. **Customer enrollment.** Enrollment of customers in the Michigan retail access program must strictly follow the procedures established through the utility plans authorized by the Commission. Slamming (unauthorized switching) and cramming (unauthorized provision of additional service not requested by the customer) constitute serious offenses that may result in revocation of supplier license and/or other penalties.
8. **Customer confidentiality.** All information obtained by the supplier to provide service under this program concerning the customer and the customer's energy characteristics and use patterns is to be held in strict confidence. Such information may only be released to other parties upon supplier receipt of approval by the customer.
9. **Customer data requests.** Customers shall have the right to obtain supplier billing and energy usage data applicable to the customer that is in possession of the supplier.

10. **Customer involuntary service termination.** Involuntary customer service termination must comply with Section 10t of 2000 PA 141.
11. **Broker relationship.** Suppliers relying on the services of brokers must pledge a best faith effort to hold them to compliance with the relevant provisions of this agreement. Suppliers will be expected to identify aggregators they are associated with and shall supply the Staff with the broker's address, telephone number, name of a contact and business affiliation.
12. **State fee and revenue collection.** Suppliers will be required to collect all applicable state fees and charges levied on energy suppliers as a class of business providers, including those fees and charges established by the Commission to implement and enforce this program. Suppliers agree to collect and remit to local units of government all applicable users, sales, and use taxes.
13. **Reporting.**
 - a. AESs shall report aggregated statistical data regarding their retail sales and wholesale transactions on a form provided by the Staff and shall provide access to their books and records so that the Staff can verify the accuracy of the reports. This information should be reported annually on the "Statistical Data Reporting Form".
 - b. AESs shall file an annual report with the Commission summarizing the number and types of complaints received and their resolution. The "Code of Conduct Report Form" is due to the Commission office by April 30 for the preceding year.
 - c. AESs shall file a proposed renewable energy plan with the Commission. A separate docket will be opened preceding a licensing order.
 - d. The "Electric Interconnection and Net Metering Standards", R 460.640, Rule 40, requires an AES to file annual net metering program report in a form to be determined by the Commission, not later than March 31 of each year. Also, a "Net Metering Application Form" is available for alternative electric suppliers to use for their customers who want to participate in a category 1 or 2 net metering projects.
14. **Customer education.** Suppliers will be expected to participate in dissemination of information to the public to promote the retail choice program and otherwise inform the public about important aspects of participation to help customers make better informed decisions. Suppliers will also be expected to cooperate with such other information dissemination as the Commission determines to be in the public interest regarding the safe, reliable, and efficient supply of electricity services to Michigan consumers.

Revised: December 2012

Attachment A

As of October 2, 2013 Plymouth Rock Energy, LLC nor any affiliate or subsidiary of the applicant, nor a predecessor in interest of the applicant, nor an owner, shareholder, principal, officer, executive or director associated with the applicant has ever knowingly:

- Misled a potential customer and thereby induced that potential customer to sign a contract;
- Defaulted on a contract;
- Did not abide by the terms of the contract;
- Exited the market due to the imposition of any energy related penalties or finings;
- Committed any violations of law or business ethics in connection with the provision of energy or energy-related products and services anywhere in the United States that resulted in a criminal or civil conviction or agreement to pay a penalty including any settlement imposed by a court or administrative agency

AFFIDAVIT

State of NEW YORK :

: HEMPSTEAD ss.
(Town)

County of NASSAU :

SHYAM BRAND, Affiant, being duly sworn/affirmed according to law, deposes and says that:

He/she is the VP-FINANCE (Office of Affiant) of Plymouth Rock Energy, LLC (Name of Applicant);

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

That Plymouth Rock Energy, LLC, the Applicant herein, attests to the technical ability, knowledge, skill and competency of the company and company employees to safely and reliably obtain and deliver electricity and provide any other proposed services within the State of Michigan in accordance with the regulations of the Michigan Public Service Commission and the laws of the State of Michigan.

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

[Signature]
Signature of Affiant

Sworn and subscribed before me this 2nd day of October, 2013.
Month Year

[Signature]
Signature of official administering oath

IRA M. SCHARAGA
Print Name and Title

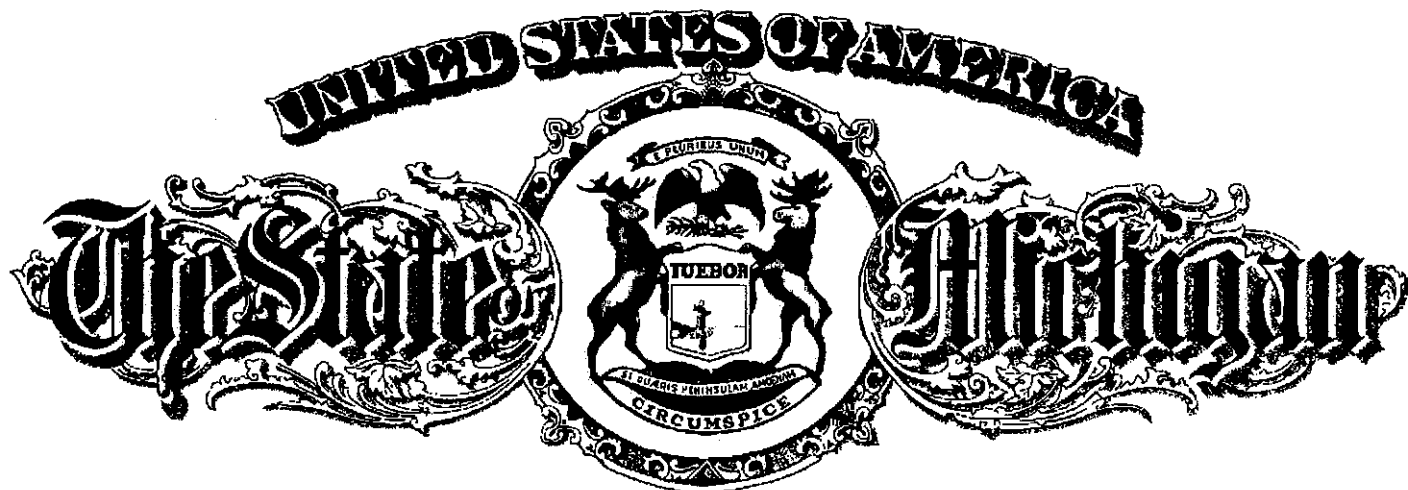
My commission expires 7/31/17

IRA M. SCHARAGA
Notary Public, State of New York
No. 02SC4708172
Qualified in Nassau County
Commission Expires July 31, 2017

Attachment C

Business Registration in Michigan

Proof of Plymouth Rock Energy, LLC's registration with the Michigan Department of Licensing and Regulatory Affairs to transact business in the State of Michigan.



Department of Licensing and Regulatory Affairs

Lansing, Michigan

This is to Certify That

PLYMOUTH ROCK ENERGY LLC

a limited liability company existing under the laws of the State of NEW YORK was validly authorized to transact business in Michigan on the 23rd day of October, 2012, in conformity with 1993 PA 23.

The company is authorized to transact in this state any business of the character set forth in its application which a domestic company formed under this act may lawfully conduct. This authority shall continue as long as the company retains its authority to transact such business in the jurisdiction of its organization, its authority to transact business in this state has not been suspended or revoked, and the company has not surrendered its authority to transact business in this state.

This certificate is in due form, made by me as the proper officer, and is entitled to have full faith and credit given it in every court and office within the United States.



In testimony whereof, I have hereunto set my hand, in the City of Lansing, this 23rd day of October, 2012.

 Director

Bureau of Commercial Services

MICHIGAN DEPARTMENT OF LICENSING AND REGULATORY AFFAIRS
BUREAU OF COMMERCIAL SERVICES

FILED

Date Received:

(FOR BUREAU USE ONLY)

~~SEP 19 2012~~

OCT 23 2012

This document is effective on the date filed, unless a subsequent effective date within 90 days after received date is stated in the document.

Administrator

BUREAU OF COMMERCIAL SERVICES

17967335-1 09/17/12

CHK#: 1903

Amt: \$50.00

ID:

PLYMOUTH ROCK ENERGY LLC

Name

Plymouth Rock Energy LLC

Address

1074 Broadway

City

Woodmere

State

NY

Zip Code

11598

EFFECTIVE DATE:

Document will be returned to the name and address you enter above.
If left blank document will be mailed to the registered office.

D9201J

**APPLICATION FOR CERTIFICATE OF AUTHORITY
TO TRANSACT BUSINESS IN MICHIGAN**

For use by Foreign Limited Liability Companies
(Please read information and instructions on last page)

Pursuant to the provisions of Act 23, Public Acts of 1993, the undersigned limited liability company executes the following Application:

1. The name of the limited liability company is:

Plymouth Rock Energy LLC

2. (Complete this item only if the limited liability company name in item 1 is not available for use in Michigan.)
The assumed name of the limited liability company to be used in all its dealings with the Bureau and in the transaction of its business in Michigan is:

3. It is organized under the laws of The State of New York

The date of its organization is September 2, 2004

The duration of the limited liability company if other than perpetual is _____

4. The address of the office required to be maintained in the state of organization or, if not so required, the principal office of the limited liability company is:

1074 Broadway, Woodmere, NY 11598

(Street Address)

(City)

(State)

(ZIP Code)

10/12

5. a. The address of its registered office in Michigan is:

26081 Marlowe Pl., Oak Park, Michigan 48237
(Street Address) (City) (ZIP Code)

b. The mailing address of the registered office if different than above:

_____, Michigan _____
(Street Address or P.O. Box) (City) (ZIP Code)

c. The name of the resident agent at the registered office is:

Jonathan Adlerstein

6. The Department is appointed the agent of the foreign limited liability company for service of process if no agent has been appointed, or if appointed, the agent's authority has been revoked, the agent has resigned, or the agent cannot be found or served through the exercise of reasonable diligence.

The name and address of a member or manager or other person to whom the administrator is to send copies of any process served on the administrator is: **(Must be different than agent shown in Item 5c)**


Adam Sokol
(Name)
1074 Broadway, Woodmere, NY 11598
(Street Address) (City) (State) (ZIP Code)

7. The specific business which the limited liability company is to transact in Michigan is as follows:

Information Technology support for the company

The limited liability company is authorized to transact such business in the jurisdiction of its organization.

Signed this 13 day of September, 2012

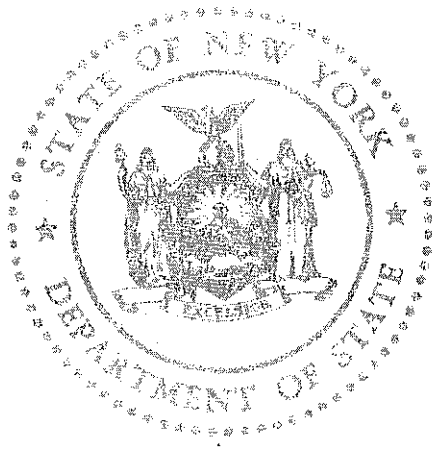
By  _____
(Signature)

Adam Sokol, President
(Type or Print Name) (Type or Print Title)

OCT 19 2012

State of New York
Department of State } ss:

I hereby certify, that PLYMOUTH ROCK ENERGY, LLC a NEW YORK Limited Liability Company filed Articles of Organization pursuant to the Limited Liability Company Law on 09/02/2004, and that the Limited Liability Company is existing so far as shown by the records of the Department.



WITNESS my hand and the official seal of the Department of State at the City of Albany, this 05th day of October two thousand and twelve.

A handwritten signature in black ink, appearing to read "Neil A. ...", is written over a faint circular stamp.

First Deputy Secretary of State

Attachment D

Corporate History and Biographies of Key Personnel

Corporate History

The Plymouth Rock family has over 50 years of experience delivering coal and heating oil in New York City. The company has since grown into a leading independent energy provider in the Northeast. Now, Plymouth Rock Energy, LLC, formed in 2004 under the laws of New York, has expanded on this tradition of excellence and personal service by offering retail services in the New York, New Jersey, Pennsylvania, and Illinois regions. Plymouth currently serves residential, commercial and industrial customers. Plymouth offers 24 hour support to its customers, and has been active in the New York Retail Markets since November 11, 2010.

Plymouth Rock Energy continues to expand to reach new markets throughout the U.S., garnering a positive reputation for exceptional prices, timely delivery and exceptional customer service. Plymouth is currently licensed as an Electric Supplier in New York, New Jersey, Pennsylvania, Maryland, Ohio, Illinois, and Connecticut (currently inactive). Plymouth is also licensed as a Gas Supplier in New York, New Jersey, Ohio, and Maryland with applications pending in Illinois and Pennsylvania

Biographies of Key Personnel

Adam Sokol, President

Adam Sokol is the President of Plymouth Rock Energy, LLC and has over 15 years' experience in the energy industry. Prior to co-founding Plymouth Rock Energy, LLC in 2004, Adam served, and continues to serve, as the Senior Vice President of Plymouth Rock Fuel Corp. Plymouth Rock Fuel Corp is responsible for delivering heating oil to residential and commercial customers in the New York metropolitan area.

As President of Plymouth Rock Energy, LLC, Adam is responsible for providing strategic guidance and vision to grow the business. This includes overseeing all aspects of the business, including sales and marketing, pricing, buying and selling natural gas and power in the wholesale energy market, ensuring the proper risk management of the company's portfolio, financing, operational and IT functions, and regulatory and statutory compliance. Adam is also involved in the acquisition of businesses that will allow Plymouth to continue to grow.

Since starting Plymouth Rock Energy, LLC, Adam has overseen growth at a compounded annual rate of 110% in revenue over an 8 year period. As a result of this continued growth, Adam has recruited a team of knowledgeable and experienced managers and staff to help oversee the day to day operations of the company.

Sam Ritter, COO

Sam Ritter is in his second year as Chief Operating Officer for Plymouth Rock Energy, LLC. As a member of the executive team, he is involved in the day to day management and growth of

natural gas and electricity sectors of the business. He is responsible for managing activity in existing markets, and overseeing entry into new ones. As Plymouth has continued to grow, Sam has helped manage the expansion of the existing internal infrastructure with the departments of finance, risk, supply, technology and operations. He has established revenue and budget forecasts for the promotion of short term and long term, tactical and strategic planning expectations for the overall business.

Prior to joining Plymouth, Sam was involved in natural gas trading and marketing at RBS Sempra Commodities. In this role Sam was on the natural gas trading desk, where he managed the position of customer flow business. The customer book consisted of ESCO's, power plants, municipalities and large industrial clients utilizing cash and forward physical and financial markets to manage their demand side needs.

Sam holds a Masters in Science from the Columbia University, Fu Foundation School of Engineering, and has a strong understanding of the complexities of the energy markets. His expertise has been valuable as Plymouth has continued to grow and expand to new markets.

Shyam Persaud, VP of Finance

Shyam Persaud is the Vice President of Finance at Plymouth Rock Energy, LLC, and is in his 12th year of financial management in the energy industry. As a member of the executive team, Shyam has been involved in the management and growth of Plymouth by managing the Finance Department and overseeing all accounting and finance related activities of the company. Shyam also is valuable in his ability to provide strategic and tactical insight and guidance to the members of the company.

Prior to joining Plymouth, Shyam served as the Director of Financial Planning and Analysis at Ram Power, a registered builder, owner and operator of geothermal power plants in North and Latin America. There he managed the Finance Department, developing and implementing financial management reports, analysis and models. During his time with Ram Power, Shyam was also responsible for partnering with the Latin American Project Manager to ensure successful completion of a 72Mw geothermal facility in Nicaragua.

Also during his 20+ year career in Financial Management, Shyam worked a Financial and Management Consultant for Constellation New Energy. In this role he initiated and championed a project to review pricing model business assumptions and to implement corrective measure where there variation from actual, resulting in a 40% increase in gross margin.

Shyam has spent the last 12 years of his impressive career in the energy industry, and as such has gained a unique understanding for the challenges and opportunities of the business. As a member of the executive team he is able to incorporate this knowledge into Plymouth's day to day operations.

David Sokol, VP

David is the Vice President and a shareholder in Plymouth Rock Energy, LLC. David has over 10 years of experience in the energy industry, including two years at Price Waterhouse Cooper as an auditor prior to co-founding Plymouth Rock Energy in 2004.

Since then, David's responsibilities as a member of the executive team have included providing strategic guidance to help grow the business, as well as looking for opportunities for acquisition and integration of businesses. David's day-to-day responsibilities include overseeing all operational aspects of the business, including pricing, buying and selling natural gas and power in the wholesale energy market, ensuring the proper risk management of the portfolio. David is also involved in overseeing the financial and IT functions of the business. As Plymouth has continued to grow, David has been involved in training and managing Plymouth's growing staff. David has been a vital member in recruiting experienced managers and staff to maintain the day-to-day operation of the company.

Andy Sookram, Controller

Andy has served as the controller at Plymouth Rock Energy for the past five years. Andy has overseen tremendous growth at the company, and is responsible for managing day-to-day operations within the finance department. Andy has over 15 years of experience in accounting management, and has been a great resource to Plymouth as it has scaled.

In his role, Andy has been responsible for directing and coordinating company financial planning and budget management, monitoring all treasury functions including debt financing and debt service payments, managing preparation of financial statements, transfers and expenses, and serving as the primary liaison to external accountants and auditors. Andy's long experiencing in account management has equipped to skillfully handle the accounting obligations of a growing company.

Archie Bibawy, Analyst

Archie has been involved in the Retail Energy Markets since 2007, working first with Constellation New Energy, then moving to Gateway Energy, and most recently bringing his experience to Plymouth Rock Energy as a Pricing Supply Analyst. In this role, Archie is responsible for scheduling into NYISO and PJM, pricing services and load forecasting. Archie is also responsible for maintaining and updating usage files and pricing databases.

Archie is a great asset to Plymouth Rock and brings a record of measured achievement to the team. As an Energy Analyst with Gateway Energy, Archie updated the PJM pricing model and increased efficiency by over 30%. Archie is a proven force in increasing effectiveness and creating processes that automate and simplify systems for processing and analyzing customer data. This includes the development of a process in PJM that can calculate estimated usage and export the aggregate usage of customers who will be active on a specific day, for use in scheduling. Archie's experience and expertise has and will continue to be an asset for Plymouth.

Attachment E

Safety Record

Plymouth Rock Energy, LLC has no safety citations resulting from violations of any governmental or electric industry rule or regulation covering the sale of electric generation as of October 2, 2013.

Attachment F

Plymouth Rock Energy, LLC Operations

Risk Management Policies- CONFIDENTIAL

Reliability

Customer Care Procedures and Guidelines

Reliability

Plymouth Rock Energy, LLC has not had any violations or failures to perform on contracts or other obligations to sell or otherwise provide power.

Plymouth Rock Energy, LLC, formed in 2004 under the laws of New York, has expanded on this and serves natural gas and electricity retail customers throughout NYISO and PJM. Plymouth currently serves residential, commercial and industrial customers. Plymouth offers 24 hour support to its customers, and has been active in the New York Retail Markets since November 11, 2010.

Plymouth maintains a 24 hour customer help line with trained staff who are able to assist customers in emergency and in registration issues. Plymouth Rock Energy, LLC currently serves customers in New York, New Jersey, Pennsylvania and Illinois, and has established billing, customer complaint procedures, and customer contracts in place. Plymouth is also licensed in Ohio, Maryland, and Connecticut (inactive).

Plymouth Rock Energy continues to expand to reach new markets throughout the U.S., garnering a positive reputation for exceptional prices, timely delivery and exceptional customer service. They are a certified member of PJM and ISO NE and have an application pending with the MISO.

Plymouth Rock Energy, LLC has experience entering in power contracts in the NYISO region that it will apply to service in Michigan. Plymouth is not involved in generation of energy for retail sales, but will be participating in scheduling retail power for transmission and delivery. Plymouth procures 50% of its power through short term power contracts and 50% on the spot market. Plymouth plans to carry its business practices to service of retail clients in Michigan.

Service Quality

Contacts for Consumer Service and Complaints:

Plymouth Rock Energy, LLC
1074 Broadway
Woodmere, NY 11598
Phone: 855-327-6937
Fax: 516-295-1417
customercare@plymouthenergy.com

Primary:

Michael Reiss, Customer Care Manager
1074 Broadway
Woodmere, NY 11598
Phone: 516-634-2155
Fax: 516-295-1417
Email: mreiss@plymouthenergy.com

Alternate:

Samuel Ritter, COO
1074 Broadway
Woodmere, NY 11598
Phone: 516-734-0408
Fax: 516-295-1417
Email: sritter@plymouthenergy.com

Service Quality

Customer Service Plan- Plymouth Rock Energy, LLC

a) Security Deposit

Plymouth has not required security deposits from its customers, and does not plan to.

b) Customer Complaint Handling

In the event of a billing dispute or disagreement involving Plymouth's service, Customer should contact Plymouth's Customer Service Center. Customer must pay the bill in full, except for the specific disputed amount, during the pendency of the dispute. If the parties cannot resolve the dispute within 45 days, either party may avail itself of all remedies available under law or equity.

c) Termination Procedures

Customer is liable for all Plymouth charges until Customer returns to the LDU or goes to another supplier. A final bill will be rendered within twenty (20) days after the final scheduled meter reading or if access is unavailable, an estimate of consumption will be used in the final bill, which will be trued up subsequent to the final meter reading. Plymouth will provide at least 15 days' notice prior to the cancellation of service to Customer.

d) Rights and Responsibilities

Customer will pay each invoice in full within 20 days of the invoice date or be subject to a late payment charge of 1.5% per month. Customer may receive a single bill for both commodity and delivery costs from either Plymouth or the LDU, or each of the LDU and Plymouth may invoice separately.

e) Disclosure of Information

Customer authorized Plymouth to obtain and review information regarding customer's credit history from credit reporting agencies and the following information from the LDU: consumption history, billing determinants, account numbers, credit information, public assistance status, existence of medical emergencies, status as to where customer has a medical emergency, has special needs, is elderly, blind or disabled and data applicable to cold weather periods, tax status and eligibility for economic development or other incentives.

Plymouth will only use this information to determine whether it will commence and/or continue to provide energy supply service to customer and will not be disclosed to a third party unless required by law.

Once a customer signs the customer agreement, they authorize the release of the above information. If customer rescinds authorization to the above, Plymouth may cancel the agreement.

Customer Care Associate Procedures

Plymouth Rock Energy, LLC

1. Upon Arrival Customer Care Associate
 - Log In Shortel Phone
 - Sales Force
 - Check Voice Mail
 - Check Email

2. CCA Introduction Answering Calls
 - Good Morning/Afternoon you have reached the Customer Care Department
 - This is _____YOUR NAME
 - How may I help you?

3. Assisting Inquiries or Resolving Issues
 - Obtain information from the customer to access and verify the account or premises information
 - Determine the nature of the inquiry and if the Utility or if Plymouth Rock Energy is responsible for assisting the customer
 - CCA will follow normal procedures for responding to inquiries. If the inquiry is specific to the Utility or another internal department the CCA will take one of the following actions:
 - a. Forward/transfer the inquiry to the responsible party;
 - b. Direct the customer to contact the responsible party; or
 - c. Contact the responsible party to resolve the matter and provide a prompt response to the customer.

4. Opening Case Procedure
 - Enter Customer Contact Account information in Sales Force Quick Create
 - Provide Description of customer's complaint
 - Resolve or Create Task to get support from Responsible Department
 - Close Case or Create Follow-up to customer or internal support

5. Customer Emergencies
 - An emergency call means any communication from a customer concerning an emergency situation relating to the distribution system, including, but not limited to, reports of gas odor, natural disaster, downed wires, electrical contact, or fire.
 - The CCA shall provide the distribution utility's emergency number to the customer for direct contact to the distribution utility.