

People's Power & Gas LLC

March 21, 2011

Executive Director
New Hampshire Public Utilities Commission
21 South Fruit Street, Suite 10
Concord, N.H. 03301-2429



RE: PEOPLE'S POWER & GAS LLC'S REGISTRATION AS A COMPETITIVE ELECTRICAL SUPPLIER

Dear Executive Director:

Enclosed please find People's Power & Gas Application to become a Competitive Electric Power Supplier with the State of New Hampshire's Public Utilities Commission.

In addition to the application, we have enclosed an signed affidavit, a copy of our proposed customer enrollment form, managerial fitness and technical fitness information.

Please feel free to contact me with any additional questions you may have. I can be reached via email at DPearsall@PeoplesPower.com or on my cell @ 203-648-7744.

Sincerely,

David O. Pearsall
Chairman & CEO
People's Power & Gas LLC

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People's Power & Gas LLC

INITIAL REGISTRATION OF COMPETITIVE ELECTRIC POWER SUPPLIER (CEPS)

1. The legal name of the applicant as well as any trade name(s) under which it intends to operate in this state, and, if available, its website address;
PEOPLE'S POWER & GAS, LLC
www.PeoplesPower.com
2. The applicant's business address, telephone number, e-mail address, and website address, as Applicable:
1217 East Cape Coral Pkwy, Suite 220
Cape Coral FL 33904
1-855-85POWER
Info@PeoplesPower.com
www.PeoplesPower.com
3. The applicant's place of incorporation, if anything other than an individual;
Delaware (Limited Limited Company). [See Attachment A]
4. The name(s), title(s), business address(es), telephone number(s), and e-mail address(es) of the applicant if an individual, or of the applicant's principal(s) if the applicant is anything other than an individual; 18 Puc 2000 NEW HAMPSHIRE CODE OF ADMINISTRATIVE RULES
David Pearsall, Chairman & CEO
People's Power & Gas, LLC
1217 East Cape Coral Pkwy, Suite 220
Cape Coral FL 33904
1-855-85POWER
DPearsall@PeoplesPower.com
www.PeoplesPower.com
5. The following regarding any affiliate and/or subsidiary of the applicant that is conducting business in New Hampshire: **No Affiliate and/or Subsidiary of People's Power & Gas LLC is conducting business in New Hampshire.**
 - a. The name, business address and telephone number of the entity;
 - b. A description of the business purpose of the entity; and
 - c. A description of any agreements with any affiliated New Hampshire utility;
6. The telephone number of the applicant's customer service department or the name, title, telephone number and e-mail address of the customer service contact person of the applicant, including toll free telephone numbers if available:
Kristin Cassidy
Customer Service Manager
KCassidy@PeoplesPower.com
1-855-85POWER
7. The name, title, business address, telephone number, and e-mail address of the individual responsible for responding to commission inquiries;
Ingrid Peterson
Executive Assistant/Regulatory & Compliance Coordinator
1217 East Cape Coral Pkwy, Suite 220
Cape Coral, FL 33904
1-855-85POWER, IPeterson@PeoplesPower.com

People's Power & Gas LLC

8. The name, title, business address, telephone number and e-mail address of the individual who is the applicant's registered agent in New Hampshire for service of process;
**Corporation Service Company
d/b/a Lawyers Incorporating Service
14 Centre Street
Concord, NH 03301
Contact Name: Doreen Wallace, dwallace@cscinfo.com**
9. A copy of the applicant's authorization to do business in New Hampshire from the New Hampshire secretary of state, if anything other than an individual;
Entity #645904. See Attachment B.
10. A listing of the utility franchise areas in which the applicant intends to operate. To the extent an applicant does not intend to provide service in the entire franchise area of a utility, this list shall delineate the cities and towns where the applicant intends to provide service;
Peoples Power & Gas LLC will provide electricity in all cities and towns within the National Grid, PSNH and Unitil utility franchise areas.
11. A description of the types of customers the applicant intends to serve, and the customer classes as identified in the applicable utility's tariff within which those customers are served:
Residential, Commercial, Industrial & Municipal
12. A listing of the states where the applicant currently conducts business relating to the sale of electricity:
People's Power & Gas LLC is currently applying for licensing as an alternative energy provider with the CT, IL, MA, MD, ME, NJ, NY and RI Public Utility Commissions.
13. A listing disclosing the number and type of customer complaints concerning the applicant or its principals, if any, filed with a state licensing/registration agency, attorney general's office or other governmental consumer protection agency for the most recent calendar year in every state in which the applicant has conducted business relating to the sale of electricity;
No Customer Complaints have been filed.
14. A statement as to whether the applicant or any of the applicant's principals, as listed in a. through c. below, have ever been convicted of any felony that has not been annulled by a court:
a. For partnerships, any of the general partners;
b. For corporations, any of the officers, directors or controlling stockholders; or
c. For limited liability companies, any of the managers or members;
No director, officer, principal or other similar official of People's Power & Gas LLC has ever been convicted of any felony.
15. A statement as to whether the applicant or any of the applicant's principals:
a. Has, within the 10 years immediately prior to registration, had any civil, criminal or regulatory sanctions or penalties imposed against them pursuant to any state or federal consumer protection law or regulation;
People's Power & Gas LLC and it's principals have had no civil, criminal or regulatory sanctions or penalties imposed against them pursuant to any state or federal consumer protection law or regulation at any time.
b. Has, within the 10 years immediately prior to registration, settled any civil, criminal or regulatory investigation or complaint involving any state or federal consumer protection law or regulation;
People's Power & Gas LLC and its principals have not settled any civil, criminal or

People's Power & Gas LLC

regulatory investigations or complaints involving any state or federal consumer protection law or regulation at any time.

c. Is currently the subject of any pending civil, criminal or regulatory investigation or complaint involving any state or federal consumer protection law or regulation;

People's Power & Gas LLC and its principals are currently not the subject of any pending civil, criminal or regulatory investigations or complaints involving any state or federal consumer protection law or regulation at any time.

16. If an affirmative answer is given to any item in (14) or (15) above, an explanation of the event;
N/A

17. For those applicants intending to telemarket, a statement that the applicant shall:

a. Maintain a list of consumers who request being placed on the applicant's do-not-call list for the purposes of telemarketing;
People's Power & Gas LLC shall maintain a list of consumers who request being placed on the company's (PPG) do-not-call list for the purpose of telemarketing.

b. Obtain monthly updated do-not-call lists from the National Do Not Call Registry
People's Power & Gas LLC shall obtain monthly updated do-not-call lists from the National Do-Not-Call Registry.

c. Not initiate calls to New Hampshire customers who have either requested being placed on the applicant's do-not-call list(s) or customers who are listed on the National Do Not Call Registry
People's Power & Gas LLC shall not initiate calls to New Hampshire customers who have either requested being placed on the company's (PPG) do-not-call list(s) or customers who are listed on the National Do Not Call Registry.

18. For those applicants that intend not to telemarket, a statement to that effect;
N/A

19. A sample of the bill form(s) the applicant intends to use or a statement that the applicant intends to use the utility's billing service;
People's Power & Gas LLC intends to use the utility's billing service.

20. A copy of each contract to be used for residential and small commercial customers;
See Attached Enrollment Form.

21. A statement certifying that the applicant has the authority to file the application on behalf of the CEPS and that its contents are truthful, accurate and complete.
See Attached Affidavit.

22. The signature of the applicant or its representative:

Signature:  _____

Name: David O. Pearsall

Title: Chairman & CEO

Dated: March 25, 2011

AFFIDAVIT

State of Connecticut :

: Danbury ss.
(Town)

County of Fairfield :

David O. Pearsall, Affiant, being duly sworn/affirmed according to law,
deposes and says that:

He/she is the Chairman & CEO (Office of Affiant) of People's Power & Gas
LLC (Name of Applicant);

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

I swear or affirm that the Affiant/Applicant will comply with the New Hampshire general
laws and all rules and regulations promulgated by New Hampshire Public Utilities
Commission and/or the Division of Public Utilities and Carriers.



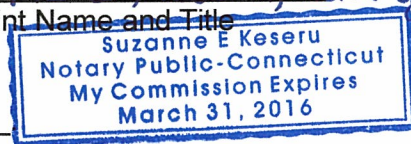
David O. Pearsall, Signature of Affiant
Chairman & CEO

Sworn and subscribed before me this 22 day of March, 2011.
Month Year

Suzanne E. Keseru
Signature of official administering oath

Suzanne E. Keseru, notary
Print Name and Title

My commission expires 03/31/2016



Delaware

PAGE 1

The First State

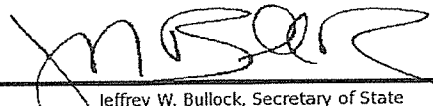
I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY "PEOPLE'S POWER & GAS LLC" IS DULY FORMED UNDER THE LAWS OF THE STATE OF DELAWARE AND IS IN GOOD STANDING AND HAS A LEGAL EXISTENCE SO FAR AS THE RECORDS OF THIS OFFICE SHOW, AS OF THE NINTH DAY OF MARCH, A.D. 2011.

4918253 8300

110253324

You may verify this certificate online
at corp.delaware.gov/authver.shtml




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 8613414

DATE: 03-09-11

Corporation Division							
<input type="text"/>	Filed Documents Date: 3/23/2011 (Annual Report History, View Images, etc.)						
<input type="text"/>	For a blank Annual Registration Report, click here.						
<input type="text"/>	Business Name History						
<input type="text"/>	<table border="1"><thead><tr><th>Name</th><th>Name Type</th></tr></thead><tbody><tr><td>People's Power & Gas LLC</td><td>Legal</td></tr><tr><td>People's Power & Gas LLC</td><td>Home State</td></tr></tbody></table>	Name	Name Type	People's Power & Gas LLC	Legal	People's Power & Gas LLC	Home State
Name	Name Type						
People's Power & Gas LLC	Legal						
People's Power & Gas LLC	Home State						
<input type="text"/>	Limited Liability Company - Foreign - Information						
<input type="text"/>	Business ID: 645904						
<input type="text"/>	Status: Good Standing						
<input type="text"/>	Entity Creation Date: 3/17/2011						
<input type="text"/>	State of Business.: DE						
<input type="text"/>	Principal Office Address: 39 Old Ridgebury Road Suite 16 Danbury CT 06810						
<input type="text"/>	Principal Mailing Address: No Address						
<input type="text"/>	Last Annual Report Filed Date:						
<input type="text"/>	Last Annual Report Filed: 0						
<input type="text"/>	Registered Agent						
<input type="text"/>	Agent Name: Lawyers Incorporating Service						
<input type="text"/>	Office Address: 14 Centre Street Concord NH 03301						
<input type="text"/>	Mailing Address:						
NEW! File Annual Report Online.							

603-271-3246
8:30-4pm

Request for Taxpayer Identification Number and Certification

Give Form to the
requester. Do not
send to the IRS.

Name (as shown on your income tax return)
PEOPLE'S POWER & GAS LLC

Business name/disregarded entity name, if different from above

Check appropriate box for federal tax classification (required): ☐ Individual/sole proprietor ☐ C Corporation ☐ S Corporation ☐ Partnership ☐ Trust/estate

☒ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ _____

☐ Other (see instructions) ▶ _____

Address (number, street, and apt. or suite no.)
1217 EAST CAPE CORAL PKWY, Suite 220

City, state, and ZIP code
Cape Coral, FL 33904

Requester's name and address (optional)
NH P&C
21 South Fruit St, Ste 10
Concord, NH 03301-2489

List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on the "Name" line to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.

Social security number								
			-					


Employer identification number								
2	7	-	4	4	6	3	5	8

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
- I am a U.S. citizen or other U.S. person (defined below).

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 4.

Sign Here Signature of U.S. person ▶ 

Date ▶ 3/21/2011

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Purpose of Form

A person who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

- Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
- Certify that you are not subject to backup withholding, or
- Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income.

Note. If a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

Definition of a U.S. person. For federal tax purposes, you are considered a U.S. person if you are:

- An individual who is a U.S. citizen or U.S. resident alien,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States,
- An estate (other than a foreign estate), or
- A domestic trust (as defined in Regulations section 301.7701-7).

Special rules for partnerships. Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax on any foreign partners' share of income from such business. Further, in certain cases where a Form W-9 has not been received, a partnership is required to presume that a partner is a foreign person, and pay the withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid withholding on your share of partnership income.

People's Power & Gas, LLC

VARIABLE RATE PLAN Customer Enrollment Form

Customer Information

Type: Residential ☐ Commercial ☐ Industrial ☐ Signatory is: Applicant ☐ Authorized Agent ☐
Contact and or Customer Name: _____
Applicant Billing Name: _____ Billing Telephone Number: _____
Applicant Billing Address: _____
City, State, Zip Code: _____
Applicant Service Address (same as billing address or): _____
City, State, Zip Code: _____
Applicant E-mail Address: _____
Utility Company Name: _____
Applicable Utility Transfer # (digits): _____
Name Key (4 letters if Applicable): _____ Referred By: _____

By initialing here, I acknowledge that I have read, agree and understand the following:

- I am not required by law or mandate to choose an alternative supplier and the sales representative represents People's Power & Gas, LLC, and is not affiliated with or working on behalf of my local utility.
- My local utility will continue to deliver my energy, read my meter, respond to emergency service and will bill me for those services. People's Power & Gas will charge me for my energy supply or any required pass through tax, tariff or utility charges.
- Depending on my area, I may receive separate bills for both my People's Power & Gas energy supply and utility delivery charges.
- I am more than 18 years old and am authorized to purchase energy for this account.

Following Terms & Conditions:

- The business or residence named above ("Customer") will pay People's Power & Gas, LLC ("PPG") a month-to-month variable rate for all electric energy used by the listed Account(s) on an exclusive basis through December 31st of each year. Customer may cancel this agreement with a 60 day notice from end of term. Term is no less than twelve (12) months, beginning on the transferred meter read date. The PPG variable rate does not include any tariff, transmission and delivery charges, applicable federal, state, and local taxes and charges.
- Customer acknowledges that the Local Distribution Company ("Utility") will continue to deliver electricity purchased from PPG, as required by any Federal and State Public Utility Commission.
- If Customer terminates this Agreement prior to the expiration of the Term indicated above, Customer will be liable for each month remaining on term of their months average Generation Usage as determined by PPG.
- Customer acknowledges that PPG may choose not to accept this Electricity Service Agreement, under one or more of the following conditions:
 - Information Customer or Customer's representative has provided is incomplete, or inaccurate.
 - The stated energy charge was not authorized by PPG, or has significantly increased based on market conditions.
 - There is a prior Agreement between the parties for the stated term and location.
 - Enrollment of Customer's Account(s) is denied or significantly delayed by the utility for any reason.

Release: *I request and hereby agree and understand that PPG will submit enrollment requests with my utility to provide the above indicated services based on the pricing, terms and conditions, stated herein. I hereby authorized my local distribution company to release usage history, meter and credit history information to PPG for the duration of this agreement. I have read and agree to the Terms and Conditions as stated above.*

Customer Signature: _____ Date: _____

Agent Signature: _____ Date: _____

People's Power & Gas LLC

MANAGERIAL FITNESS

Mr. David O. Pearsall – Chairman & CEO

The Chairman & CEO of People's Power & Gas LLC is Mr. David O. Pearsall. From 2007 to 2010, Mr. Pearsall owned and operated Public Power & Utility Inc., a retail energy supplier licensed by the Connecticut, Massachusetts, Maine, Maryland, New Jersey, New York, and Pennsylvania Department of Public Utility Commissions. Mr. Pearsall sold all his interests in Public Power & Utility in 2010. Prior to PP&U, Mr. Pearsall was the owner and president of Modern Electrical Contractors of New Milford, CT and conducted electrical installation and maintenance of electrical systems for large commercial, small commercial and residential accounts from 2004 to 2007.

Mr. Pearsall is a hands-on executive and works directly with customers and sales personnel to insure that there is a clear understanding regarding enrollment processes, sales agreements, pricing, and administrative aspects of the retail energy industry. He regularly makes presentations and holds discussions regarding retail electricity purchasing to major businesses, small business owners, municipal agencies, and civic groups.

Ms. Ingrid Peterson – Executive Assistant/Compliance & Regulatory Affairs

Ms. Peterson has a Bachelor of Arts degree and over 14 years experience as an executive assistant and over two years in the retail electric market. She has experience working with multiple utility commissions in several states and with various utility companies in the application and compliance procedures. Ms. Peterson also communicates to staff the Compliance & Regulatory issues dictated by the State Utility Commissions and Utility Companies.

Ms. Suzanne Keseru – EDI Coordinator & Account Analyst

Ms. Keseru has three years experience in the retail electric market. Ms. Keseru has an extensive knowledge and understanding of customer accounts and their relationship to the EDI system and programs. Ms. Keseru will be completing EDI supplier training in Connecticut, Maine, Massachusetts, New Hampshire and New York within the next three months.

Ms. Kristin Cassidy – Executive Assistant/Customer Service Specialist

Ms. Cassidy has over three years experience in the retail electric market. She manages all aspects of customer service. On a day to day basis, Ms. Cassidy works with a high volume of customers via incoming and outgoing calls, email and mail. Ms. Cassidy processes all paper enrollments through the EDI system and has a full understanding of the system and processes.

People's Power & Gas LLC

TECHNICAL FITNESS

People's Power & Gas, LLC has the requisite managerial and technical expertise to serve retail customers in Connecticut.

People's Power & Gas LLC's staff all has prior industry experience and will utilize their knowledge for all power purchasing, scheduling, settlement, renewable energy credits, pricing, risk management, billing, tax filings, regulatory filings, and customer service. The operations, finance, and customer service personnel have prior experience operating successfully in the ISO-New England deregulated market with residential, small commercial, and large commercial customers. Our personnel have attended supplier training for New York, Connecticut, Maine, Massachusetts, and New Hampshire.

We use a well known third-party EDI/billing provider, EC Infosystems of Garden City, New York to manage both market and utility transactions.

People's Power & Gas is developing an all-inclusive software (patent pending) for automated customer enrollments and will be connected to our EDI link, via EC Infosystems. We believe this system will help to increase People's Power & Gas' customer enrollments in one or both commodities, as well as any compliance requirements exponentially.

The all-inclusive software will incorporate online enrollments, fax/paper enrollments, phone IVR (Intelligent Voice Recognition), and TPV (Third Party Verification) files. The system is designed so that every enrollment will be compliant in its respective state. When a customer calls our customer service phone number, a customer service representative will automatically see all of the customer's information on their computer screen from the moment the customer calls. The software will automatically set up a customer account page and verify any duplicate information. Welcome and Thank You letters will be sent out automatically upon a customer's enrollment with People's Power & Gas. The system will also notify our customer service representatives of any rejected customers from any utility so that we can immediately find the discrepancy and resubmit the enrollment. Representatives are able to query any customer information such as customer count by state or utility, billed and unbilled, kilowatt hour usage, average electricity or natural gas consumption by an individual customer or by type and rate codes. The software also helps to ensure the confidentiality of our customers, as well as mitigate any potential slamming issues. We also believe that it will alleviate human error and allow us to be user-friendly, seamless and scalable as we expand into new markets, allowing us to keep our personnel costs down, thereby reducing our direct overhead expenses.

People's Power & Gas, LLC expects to make moderate investments in personnel over the next five years as our business grows. We plan to hire highly qualified and experienced professionals to streamline and automate our middle and back-office functions, and to provide more exceptional online capabilities for our customers via our company website.