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Admitted in NH and MA

July 13, 2012

**VIA HAND DELIVERY**

Debra Howland  
Executive Director  
New Hampshire Public Utilities Commission  
21 Fruit Street, Suite 10  
Concord, NH 03301-2429



***Re: DM 12-075: Updated Trade Name for Electricity NH, LLC***

Dear Executive Director Howland,

Enclosed please find an Application for Registration of Trade Name which has been filed with and accepted by the New Hampshire Secretary of State's office registering the name "Electricity For New Hampshire" as a trade name for Electricity N.H., LLC. This letter serves as notice that going forward, and in accordance with the attached filing, Electricity N.H., LLC will be operating in New Hampshire as "Electricity For New Hampshire."

In correspondence to Ms. Noonan on July 5, 2012, Electricity NH, LLC outlined actions it had taken and was planning to take with respect to the use of the name E.N.H. Power. Beginning immediately, Electricity NH, LLC will use the trade name Electricity For New Hampshire and, as soon as practicable, will convert all media, messaging, and outreach to its new trade name. Electricity For New Hampshire will use the domain [www.electricityfornewhampshire.com](http://www.electricityfornewhampshire.com), and will link any prior websites to its new website so that customers are immediately and automatically directed to the Electricity For New Hampshire website.

Electricity For New Hampshire is pleased to be able to provide a competitive electric supply choice for New Hampshire residential customers and appreciates the Commission Staff's assistance in resolving these concerns. To assure that the lines of communication continue to be open regarding this issue, Electricity For New Hampshire will provide the Commission with a detailed update regarding its trade name transition on July 27, 2012.

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Electricity For New Hampshire looks forward to continuing to work with Commission Staff. Please contact me if you have any questions or concerns.

Sincerely,

  
Rachel Goldwasser

RAG/gvb  
Enclosure

cc: Amanda Noonan (hard copy)  
Service List (electronic)

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