

**RIDER DSE**  
**Demand Side Management and Energy Efficiency Rider**

The Company reserves the right to revise such schedule consistent with the Commission's final rules, which may include modification or deletion of all or portions of this schedule.

**APPLICABILITY:**

Applicable to any customer that takes electric service under the Company's rate schedules. The following charges will apply, by rate schedule, effective for service rendered beginning May 18, 2011, for all kWhs per kWh:

<b><u>RATE:</u></b>	<b><u>DSE1</u></b>	<b><u>DSE2</u></b>
RS	0.0260¢	0.1867¢
GS	0.0260¢	0.1252¢
GP	0.0260¢	0.0465¢
GSU	0.0260¢	0.0461¢
GT	0.0260¢	0.0460¢
STL	0.0260¢	0.0000¢
TRF	0.0260¢	0.4645¢
POL	0.0260¢	0.0000¢

**PROVISIONS:**

1. The DSE1 charges set forth in this Rider recover costs incurred by the Company associated with customers taking service under the Economic Load Response Rider (ELR) and Optional Load Response Rider (OLR).
2. The DSE2 charges set forth in this Rider recover costs incurred by the Company associated with the programs that may be implemented by the Company to secure compliance with the, energy efficiency and peak demand reduction requirements in Section 4928.66, Revised Code through demand-response programs, energy efficiency programs, peak demand reduction programs, and self-directed demand-response, energy efficiency or other customer-sited programs. The costs initially deferred by the Company and subsequently fully recovered through this Rider will be all program costs, including but not limited to any customer incentives or rebates paid, applicable carrying costs, all reasonable administrative costs to conduct such programs, and lost distribution revenues resulting from the implementation of such programs.

**RIDER UPDATES:**

1. The DSE1 charges set forth in this Rider shall be updated semi-annually. No later than December 1st and June 1st of each year, the Company shall file with the PUCO a request for approval of the these charges which, unless otherwise ordered by the PUCO, shall become effective on a service rendered basis on January 1st and July 1st of each year, beginning with the January 1, 2010 effective date.