

COMMONWEALTH OF KENTUCKY  
BEFORE THE PUBLIC SERVICE COMMISSION

RECEIVED

JAN 07 2015

PUBLIC SERVICE  
COMMISSION

In the Matter of:

Notice of Kentucky Power Company Pursuant To )  
807 KAR 5:080 Of Establishment Of A New ) Case No. 2014-00420  
Nonregulated Activity )

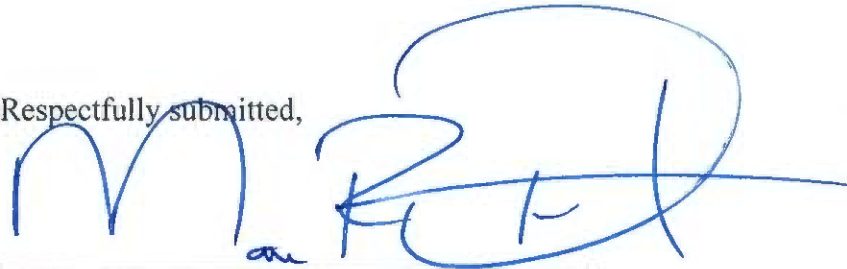
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**Notice Of Filing Of Supplemental Exhibit 3**

Kentucky Power Company files Supplementary Exhibit 3 and support thereof states:

1. Kentucky Power attached sample Homeserve USA marketing materials as Exhibit 3 to its November 12, 2014 notice to the Commission pursuant to 807 KAR 5:080, Section 4.
2. Homeserve USA recently completed the final marketing materials to be used by it in connection with the program. Those materials are filed as Supplemental Exhibit 3 and attached to this notice.

Respectfully submitted,



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STITES & HARBISON PLLC  
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Telephone: (502) 223-3477  
Facsimile: (502) 223-4124  
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**SUPPLEMENTAL EXHIBIT 3 TO  
NOVEMBER 12, 2014 NOTICE  
PURSUANT TO 807 KAR 5:080, SECTION 4**



**AEP KENTUCKY POWER**  
*A unit of American Electric Power*

PRSRY STD  
 U.S. POSTAGE  
 PAID  
 MAILED FROM  
 ZIP CODE 08101  
 PERMIT NO. 1280

Standard Window  
 4.5" x 1.5"  
 Standard placement  
 .875" L x .5" B



TO BE OPENED BY ADDRESSEE

(2015)

9900



XMPie Code89 Narrow, 38pt, 20 tracking

Barcode:

\*T1855769267\*

Cut Line

8.5" wide

8.5" wide

Cut Line: .125"

FPO -125" clearance area for grip - magenta does not print

Cut Line: .125"



Acceptance Form

<<1501SExXEAKYZ-xxxx>>



Information for:

<<Sample A Sample>>

Complete and return this form, or visit [KYElectricalProtectionPlan.com](http://KYElectricalProtectionPlan.com)

3.75"

Window Size: 4.5" w x 1.67" h  
Window Placement: .375" Left, .5" from fold

<<SAMPLE A. SAMPLE>>  
<<MAIL\_ADDRESS1>>  
<<MAIL\_ADDRESS2>>  
<<MAIL\_CITY, ST ZIP>>

Record Locator:  
<<1501SExXEAKYZ-xxxx>>

Important Information: Exterior Electrical Responsibility Explained

As a Kentucky Power customer, you are responsible for maintaining and repairing the equipment from the point where the power line attaches to your home at <<Serv\_Address1>>. If this equipment is damaged, Kentucky Power cannot restore power to your home until a licensed electrician completes the needed repairs.

Repairs to this system, which can include fixing the weatherhead, insulator, riser, meter base and service entrance conductor can cost you hundreds of dollars and are not typically covered by basic homeowners insurance.

Kentucky Power has partnered with HomeServe to offer protection against these repairs. With optional Exterior Electrical Line Coverage from HomeServe, you will be protected against the cost and inconvenience of emergency repairs to your home's exterior electrical system, including:

- Up to \$3,000 of annual coverage (30-day wait period with a money-back guarantee) for covered repairs
- Multiple service calls per year, up to your annual benefit amount
- 24-hour repair hotline
- Priority repair status
- Repairs performed by local, licensed and insured electricians
- One-year guarantee on all covered repairs

Please respond by <<Month X, 2015>> to accept the coverage benefits.

Complete and return the enclosed form, or for fastest processing go to [KYElectricalProtectionPlan.com](http://KYElectricalProtectionPlan.com).

HomeServe USA Repair Management Corp. ("HomeServe") is an independent company separate from Kentucky Power and offers this optional service as an authorized representative of AMT Warranty Corp., the contract issuer. HomeServe's corporate offices are located in Norwalk, CT. HomeServe is an approved service warranty company in the Commonwealth of Kentucky and not a contractor. It hires independent contractors to complete all repairs. HomeServe USA is optional. HomeServe USA is not the same as KPCCO and is not regulated by the KY Public Service Commission. A customer does not have to buy the Warranty Service in order to continue to receive quality regulated services from KPCCO. [www.kyelectricalprotectionplan.com](http://www.kyelectricalprotectionplan.com)

Review and Verify

PLEASE MAKE ANY CORRECTIONS TO YOUR NAME OR ADDRESS BELOW.

<<Sample A. Sample>>  
<<Serv\_Address1>>  
<<Serv\_Address2>>  
<<Serv\_City, ST ZipPlus4>>

Sign and Return

Yes, please sign me up for Exterior Electrical Line Coverage from HomeServe and include the \$4.99 monthly charge on my Kentucky Power bill. I understand that this optional coverage is billed on a monthly basis and based on an annual contract that will be renewed annually at the then-current renewal price. I have the option to cancel this contract at any time without additional cost to me by calling 1-844-877-2868. I confirm that I am the homeowner and have read the information in this package and meet the eligibility requirements for this coverage.

PRINT NAME (REQUIRED)

SIGNATURE (REQUIRED)

PHONE NUMBER

E-MAIL ADDRESS

Office Use Only

Record Locator:

<<1501SExXEAKYZ-xxxx>>

Reference Number:

<<Customer\_No>>

11" 60%

3.75"

3.5"

1501.LP.BURIED

Cut Line: .10.875"

FPO -125" clearance area for grip - magenta does not print

Cut Line: .10.875"

1501\_Es\_BURIED\_1501SExXEAKYZ-xxxx  
Form size: 17" w x 11" h - Interlocked  
Letter Trim Size: 8.125" w x 10.875" h  
Form Trim Size: 8.5" w x 10.875" h  
Fold: Tri Fold to #10 size  
Color: 3c/1c, PMS 485U, PMS 424U, K / K

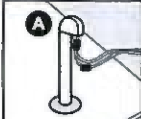


Cut Line

Matchback ID Code:  
10pt OCR A Extended  
text box: 2.916" w, plus clearance  
.375" from Left trim  
.375 from Bottom trim  
.25" clearance right and top  
magenta rule line and measurements do not print

12/22/14 4:20 PM

Cut Line: .125" 8.5" wide FPO -125" clearance area for grip - magenta does not print Cut Line: .125"

Now it's easy to avoid the frustration and cost of unexpected repairs.

		
Replaces Weatherhead <b>\$182*</b> Plan Members: <b>NO CHARGE!†</b>	Replaces 200 Amp Meter Base <b>\$346*</b> Plan Members: <b>NO CHARGE!†</b>	

\*Costs shown are estimates only. HomeServe national average repair costs as of April 2013. No charge for covered repairs up to your annual benefit amount. The meter that measures the amount of electricity used is not covered under this plan, but it is covered by Kentucky Power.

For more information call 1-844-877-2868  
Available: Mon-Fri 8am-8pm, Sat 10am-4pm EST  
Or visit our secure website at [KYElectricalProtectionPlan.com](http://KYElectricalProtectionPlan.com)

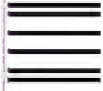
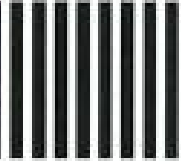
**Important Coverage Information:** Eligibility: A residential homeowner with sole responsibility for overhead or underground exterior electrical line components may be eligible for coverage. Residences with electrical service entrances rated at less than 80 amps, residences not affixed to a permanent foundation, recreational vehicles and properties used for commercial purposes are not eligible for coverage. If you live in a development community with a condominium, co-op or homeowners association, your exterior electrical system may not be an individual homeowner's responsibility, so please check with your association before accepting this coverage. Benefit Details: Coverage provides, up to the benefit amount, for the covered cost to repair or replace the weatherhead, insulator, riser, meter base, service entrance conductor, and permanent wiring to detached garages and to fixtures such as light posts and pool heaters that are damaged due to normal wear and tear, not accident or negligence. Coverage also provides up to \$100 reimbursement for fixture installation if required in conjunction with a covered repair. Not covered: Homes with electrical service entrances rated less than 60 amps, repairs to damage arising from the disconnection or interruption to the main electrical supply, transformers, repair of low voltage wiring, accidents and damage or negligence caused by you or others. The meter that measures the amount of electricity used is not covered under this plan, but it is covered by Kentucky Power. Making a Service Call: Your plan starts the day your form is processed, and there is an initial 30-day waiting period before you can make a service call, giving you 11 months of coverage during the first year. This prevents service calls on pre-existing conditions and helps keep the coverage affordable. Cancellation: You may cancel within 30 days of your start date for a full refund; cancellations after the first 30 days will result in a pro-rata refund less any claims paid. Most basic homeowners insurance policies do not cover repair or replacement of these components. If you find you have similar coverage, you can contact HomeServe to cancel and you will receive a refund of your service agreement fee, less any claims paid. Renewal: Your coverage is based on an annual contract and is billed on a monthly basis. Your service agreement will be automatically renewed annually at the then-current renewal price. Your coverage will remain in effect unless you call to discontinue. Additional exclusions apply. To see full Terms and Conditions with complete coverage and exclusion details prior to enrolling call 1-844-877-2868 or go to [KYElectricalProtectionPlan.com](http://KYElectricalProtectionPlan.com). HomeServe is an independent company providing emergency home repair services and protection solutions to homeowners across the U.S. If you would prefer not to receive solicitations from HomeServe, please call 1-844-877-2868.

Cut Line: .10.876" 8.5" wide FPO -125" clearance area for grip - magenta does not print Cut Line: .10.876"

1501\_Ex\_081190D\_1501SRxx2ARV.indd 2

1/22/14 4:20 PM

NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES



**BUSINESS REPLY MAIL**  
FIRST-CLASS MAIL PERMIT NO. 367 LANCASTER PA

POSTAGE WILL BE PAID BY ADDRESSEE

HOMESERVE  
PO BOX 2242  
AKRON OH 44398-0971



BEO-1400

Thank you

- To avoid delays, please:
- ✓ Sign and complete your form
  - ✓ Include your form and nothing else

7" wide



A unit of American Electric Power

### Important Information for Kentucky Power Customers

At Kentucky Power, we value our customers and strive to provide superior service.

As a homeowner, you own and are responsible for maintaining the equipment from the point where our line attaches to your home. For customers with overhead service, this includes the weatherhead, service entrance conductor, riser and meter base. For customers with underground service, this includes where the wire goes into the meter base. Exterior electrical repairs can be expensive and are not typically covered by basic homeowners insurance.

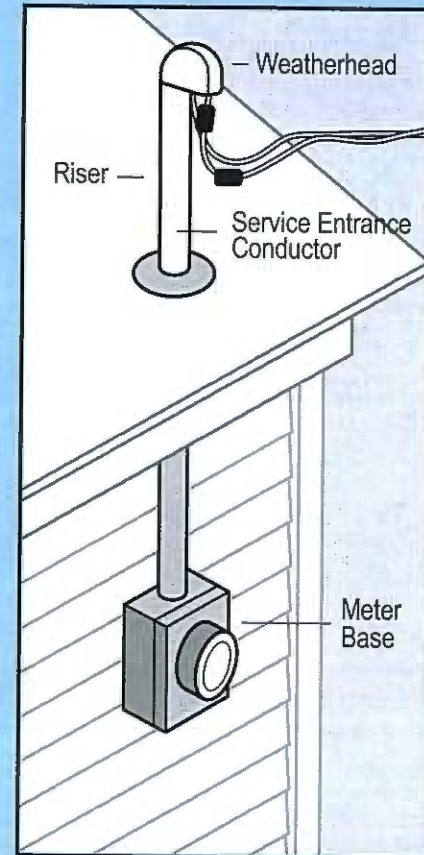
To better serve our customers, Kentucky Power evaluated options to manage the cost and inconvenience of these repairs. After considering several companies that offer this type of optional protection, Kentucky Power has partnered with HomeServe to make Exterior Electrical Line Coverage available to our customers.

Please look for additional information coming soon in the mail. Have questions? Call 1-844-877-2868 or visit [KentuckyPower.com/HomeWarranty](http://KentuckyPower.com/HomeWarranty).

### HomeServe

HomeServe USA Repair Management Corp. ("HomeServe") is an independent company separate from Kentucky Power and offers this optional service as an authorized representative of AMT Warranty Corp., the contract issuer. HomeServe's corporate offices are located in Norwalk, CT. HomeServe is an approved service warranty company in the Commonwealth of Kentucky and not a contractor. It hires independent contractors to complete all repairs.

HomeServe USA is optional. HomeServe USA is not the same as KPCO and is not regulated by the KY Public Service Commission. A customer does not have to buy the Warranty Service in order to continue to receive quality regulated services from KPCO. [www.kyelectricalprotectionplan.com](http://www.kyelectricalprotectionplan.com)



5" high

Exhibit 3 - Amended Page 5 of 8



7" wide



PRSR STD  
U.S. POSTAGE  
PAID  
MAILED FROM  
ZIP CODE 06460  
PERMIT NO. 55

**IMPORTANT INFORMATION FOR KENTUCKY POWER CUSTOMERS**



<<MR. SAMPLE A SAMPLE>>  
<<MAIL\_ADDRESS1>>  
<<MAIL\_ADDRESS2>>  
<<MAIL\_CITY, ST ZIP>

Record Locator: <<1501PEXXEAKYZ-xxxx>>

Reference Number: <<Customer\_No>>

5" high

Exhibit 3 - Amended  
Page 6 of 8





*A unit of American Electric Power*

## Home Emergency Repair Plans For **Kentucky Power customers**

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At Kentucky Power, we value our customers and strive to provide superior service. That's why we have partnered with HomeServe to offer protection against unexpected home repairs. With an optional coverage plan, you will be protected against the cost and inconvenience of emergency repairs to the systems in your home you choose to protect. See the reverse of this card for the coverage plans currently offered.

**For more information call toll-free:  
1-844-877-2868**

Available: Mon-Fri 8am-8pm, Sat 10am-4pm EST  
**KYElectricalProtectionPlan.com**

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# COVERAGE PLANS AVAILABLE

<b>EXTERIOR ELECTRICAL LINE COVERAGE* (XE)</b> Up to \$3,000 per year	<b>\$4.99</b> per month
<b>INTERIOR ELECTRICAL LINE COVERAGE* (X9)</b> Up to \$2,500 per year	<b>\$4.99</b> per month
<b>WATER HEATER REPAIR AND REPLACEMENT PLAN* (XF)</b> Up to \$850 per year	<b>\$7.99</b> per month
<b>HEATING SYSTEM COVERAGE* (XC)</b> Up to \$1,750 per year	<b>\$10.99</b> per month
<b>COOLING SYSTEM COVERAGE* (XD)</b> Up to \$1,750 per year	<b>\$10.99</b> per month
<b>EXTERIOR WATER SERVICE LINE COVERAGE* (XG)</b> Up to \$10,000 per year	<b>\$4.99</b> per month
<b>EXTERIOR SEWER/SEPTIC LINE COVERAGE* (XH)</b> Up to \$10,000 per year	<b>\$8.99</b> per month
<b>INTERIOR PLUMBING AND DRAINAGE SYSTEM COVERAGE† (XJ)</b> Up to \$5,000 per year	<b>\$10.49</b> per month

\*Includes multiple service calls up to the stated annual benefit amount (30-day wait period with a money-back guarantee; 90-day wait period for water heater replacements) for covered repairs.

†Interior Plumbing and Drainage System Coverage includes \$2,500 per service call (30-day wait period with a money-back guarantee) and 2 service calls per year.

Certain limitations and exclusions apply. To receive Terms & Conditions prior to enrollment, call toll-free 1-844-877-2868.

KO-WC-115