

COMMONWEALTH OF KENTUCKY  
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

LOUISVILLE GAS AND ELECTRIC COMPANY     )  
AND KENTUCKY UTILITIES COMPANY FOR A     )     CASE NO.  
WAIVER AND DEVIATION FROM KRS 278.2213   )     2010-00482

COMMISSION STAFF'S FIRST REQUEST FOR INFORMATION  
TO LOUISVILLE GAS AND ELECTRIC COMPANY AND  
KENTUCKY UTILITIES COMPANY

Louisville Gas & Electric Company ("LG&E") and Kentucky Utilities Company ("KU"), pursuant to 807 KAR 5:001, are to file with the Commission the original and five copies of the following information, with a copy to all parties of record. The information requested herein is due no later than February 18, 2011. Responses to requests for information shall be appropriately bound, tabbed and indexed. Each response shall include the name of the witness responsible for responding to the questions related to the information provided.

Each response shall be answered under oath or, for representatives of a public or private corporation or a partnership or association or a governmental agency, be accompanied by a signed certification of the preparer or person supervising the preparation of the response on behalf of the entity that the response is true and accurate to the best of that person's knowledge, information, and belief formed after a reasonable inquiry.

LG&E and KU shall make timely amendment to any prior response if it obtains information which indicates that the response was incorrect when made or, though

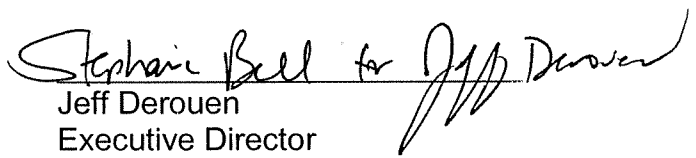
correct when made, is now incorrect in any material respect. For any request to which LG&E and KU fail or refuse to furnish all or part of the requested information, LG&E and KU shall provide a written explanation of the specific grounds for their failure to completely and precisely respond.

Careful attention should be given to copied material to ensure that it is legible. When the requested information has been previously provided in this proceeding in the requested format, reference may be made to the specific location of that information in responding to this request. When applicable, the requested information shall be separately provided for total company operations and jurisdictional operations.

1. Refer to paragraphs 15, 16, and 17 of the Application in which LG&E and KU request that their nonregulated affiliates be permitted to use the LG&E and KU "Brands"<sup>1</sup> for routine administrative activities, "other anticipated ordinary course use of the Brands in connection with the nonregulated affiliates," and promotional activities. Provide examples of how LG&E and KU would incorporate the design of the LG&E and KU brands to be used by the nonregulated affiliates for each type of use referenced above.

DATED: FEB 01 2011

cc: Parties of Record

  
Jeff Derouen  
Executive Director  
Public Service Commission  
P. O. Box 615  
Frankfort, KY 40602

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<sup>1</sup> The Application refers to the LG&E and KU "Brands" as the companies' abbreviations, brands, trademarks, and logos.

Lonnie E Bellar  
VP - State Regulation  
Kentucky Utilities Company  
220 W. Main Street  
P. O. Box 32010  
Louisville, KY 40232-2010

Lonnie E Bellar  
VP - State Regulation an  
Louisville Gas and Electric Company  
220 W. Main Street  
P. O. Box 32010  
Louisville, KY 40202

Honorable Kendrick R Riggs  
Attorney at Law  
Stoll Keenon Ogden, PLLC  
2000 PNC Plaza  
500 W Jefferson Street  
Louisville, KY 40202-2828