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August 15, 2011

Lila P Munsey, Manager, Regulatory Services
Kentucky Power
101A Enterprise Drive
Frankfort, KENTUCKY 40601

RE: Case No. **2011-00300**

American Electric Power
(Demand-Side Management)
Demand Side Management Program

This letter is to acknowledge receipt of initial filing in the above case. The filing was date-stamped received August 15, 2011 and has been assigned Case No. 2011-00300. In all future correspondence or filings in connection with this case, please reference the above case number. Public comments and responses to public comments regarding this case may be viewed on the Commission's web site at <http://www.psc.ky.gov>.

If you need further assistance, please contact my staff at (502) 564-3940.

Sincerely,

Jeff Derouen
Executive Director

JD/ke