

COMMONWEALTH OF KENTUCKY
PUBLIC SERVICE COMMISSION OF KENTUCKY

RECEIVED

NOV 12 2014

PUBLIC SERVICE
COMMISSION

In the Matter of:

Notice Of Kentucky Power Company)
Pursuant to 807 KAR 5:080 Of Establishment) Case No. 2014-00____
Of A New Nonregulated Activity)

Kentucky Power Company notifies the Public Service Commission pursuant to 807 KAR 5:080, Section 4 of its establishment of a non-regulated activity:

1. Upon the Commission's approval of its Third Revised Sheet 1-1 and 1-2, Fourth Revised Sheet 2-11, Third Revised Sheet No. 2-12, Original Sheets 2-13 through 2-16, Kentucky Power Company intends to enter into a contractual arrangement with Homeserve USA Corp. As part of the contractual arrangement Homeserve will offer to Kentucky Power's residential customers certain programs for the emergency repair of domestic infrastructure and related systems ("Home Warranty Programs") including:

- (a) Exterior electrical line;
- (b) Interior electrical line;
- (c) Heating system;
- (d) Cooling system;
- (e) Water heater repair and replacement plan;
- (f) Exterior water service line;
- (g) Exterior sewer/septic line; and

- (h) Interior plumbing and drainage system.¹

Eligible Kentucky Power customers will be limited to those receiving residential service, and who otherwise meet the Homeserve USA eligibility requirements.

2. Homeserve is a Pennsylvania corporation and is not an affiliate of Kentucky Power as that term is defined at KRS 278.010(18).

3. Kentucky Power will not offer or provide warranty or repair services in connection the Homeserve USA Warranty programs. Kentucky Power will not be a party to the warranty agreement, which will exist solely between Homeserve USA and Kentucky Power's customers.

4. Under the terms of the contractual arrangement between Kentucky Power and Homeserve USA, Kentucky Power will:

- (a) Provide Kentucky Power customer names and addresses for use by Homeserve in soliciting enrollment by Kentucky Power customers in the Homeserve USA Warranty Service program. The customers' names and addresses are publicly available information. In addition, Kentucky Power will provide Homeserve USA with a unique identifying number for each Kentucky Power residential customer. The unique identifying number, generated by Kentucky Power, is not the customer account number and is not customer information provided to Kentucky Power by the customer when the customer places the order for service.

¹ This program currently is in product development.

(b) Include as a line item on subscribing customers' bills for electric service all charges for the customer's Home Warranty Program subscriptions. Kentucky Power will also receive payments from customers for Home Warranty Program subscriptions and remit the amounts due to Homeserve.

(i) Electric service will not be terminated by Kentucky Power for a customer's failure to make timely payments of amounts due for any customer's Home Warranty Program subscriptions. All payments received by Kentucky Power will first be applied by the Company to amounts due for services offered by Kentucky Power.

(ii) Included with each bill bearing a Homeserve USA Warranty Service charge will be the following disclaimer:

Homeserve USA is optional. Homeserve USA is not the same as KPCO and is not regulated by the KY Public Service Commission. You do not have to buy the Warranty Service in order to continue to receive quality regulated services from KPCO.

(c) Permit the use of Kentucky Power's marks by Homeserve in connection with Homeserve's marketing and administration of the Home Warranty Programs. Because Homeserve is not an affiliate of Kentucky Power the provisions of 807 KAR 5:080, Section 6 do not apply.

(i) Neither Kentucky Power nor its employees and agents will be involved in the marketing of the Homeserve USA Warranty Service program.

(ii) Kentucky Power will review and approve all marketing materials prior to their use by Homeserve USA.

(iii) Kentucky Power will maintain a link on its website to a webpage owned and maintained by Homeserve USA offering Homeserve USA Warranty Service to residential customers in the Company's service territory.

5. No solicitations or Home Warranty Program inserts will be included in the Company's billing envelopes and hence KRS 278.2213(2) is inapplicable.

6. The contractual arrangement between Kentucky Power and Homeserve USA qualifies pursuant to KRS 278.2203(4) as an incidental nonregulated activity of Kentucky Power. The contractual arrangement is reasonably related to the provision of retail electric service by Kentucky Power in its certified territory.

(a) Annual revenues to Kentucky Power as a result of the Homeserve USA Warranty program are projected to be \$50,000 in year one and increase to \$ \$250,000 in year five. Thereafter, the annual revenue received by Kentucky Power from the Home Serve USA Warranty Service program is expected to level off.

(b) Kentucky Power's total annual nonregulated activity revenue (including the annual revenue received in connection with the Company's contractual agreement with Homeserve USA) is not expected to exceed the lesser of \$1,000,000 or two percent of Kentucky Power's total annual revenue.

7. Kentucky Power will timely make the filings required by 807 KAR 5:080, Section 2.

8. Kentucky Power will implement its contractual arrangement with Homeserve USA upon the Commission's approval of its Third Revised Sheet 1-1 and 1-2, Fourth Revised

Sheet 2-11, Third Revised Sheet No. 2-12, Original Sheets 2-13 through 2-16. Concurrently with this filing Kentucky Power has filed the proposed tariff pages with the Commission for approval.

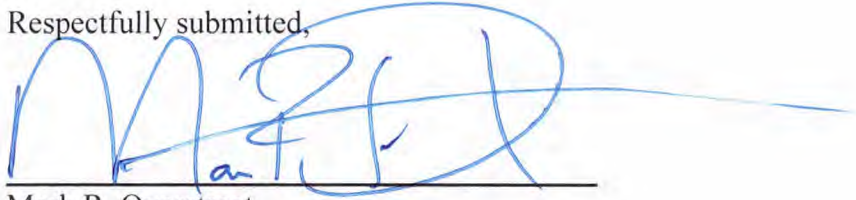
9. Kentucky Power typically will not be involved with disputes, if any, between Homeserve USA and warranty customers. If the Company's call center is contacted regarding the warranty program service call center personnel will place the warranty customer (or person inquiring about the service) in contact with the appropriate Homeserve USA personnel. Kentucky Power has the ability under its contractual arrangement with Homeserve USA to intervene in connection with any disputes or complaints regarding Homeserve USA Warranty Service.

10. Attached as **EXHIBIT 1** is a list of warranty programs and initial charges to be offered by Homeserve USA.

11. Attached as **EXHIBIT 2** are the applicable proposed tariff sheets illustrating the form of the residential bill including a line item for the Homeserve USA Warranty Service program and the disclaimer relating to Homeserve USA's services.

12. Attached as **Exhibit 3** is sample Homeserve USA marketing material. The Company will not be involved in the marketing of the Homeserve USA Warranty Service program.

Respectfully submitted,

A handwritten signature in blue ink, appearing to read 'Mark R. Overstreet', is written over a horizontal line. The signature is stylized and somewhat cursive.

Mark R. Overstreet
STITES & HARBISON PLLC
421 West Main Street
P. O. Box 634
Frankfort, Kentucky 40602-0634
Telephone: (502) 223-3477
moverstreet@stites.com

Exhibit 1

Product Name

Monthly Pricing

Coverage

Exterior Electrical Line	4.99	Exterior Electrical \$3,000 unlimited calls. Incl. new
Interior Electrical Line	4.99	Interior Electrical \$2,500 unlimited calls
Heating System	10.99	Heating \$1,750 unlimited calls
Cooling System	10.99	Cooling \$1,750 unlimited calls
Water Heater Repair and Replacement Plan	7.99	Water Heater(Rep/Rplce) - \$850 coverage unlimited calls
Exterior Water Service Line	4.99	Water Service Line \$10,000 unlimited calls
Exterior Sewer/Septic Line	8.99	Sewer/Septic Line \$10,000 unlimited calls
Interior Plumbing and Drainage System	10.49	IPD 2 calls @ \$2,500/year

Exhibit 2

KENTUCKY POWER COMPANY

P.S.C. NO. 9 3RD Revised Sheet No 1-1
Canceling P.S.C. NO. 9 2ND Revised Sheet No. 1-1

INDEX		<u>SHEET NO.</u>
<u>TITLE</u>		
Terms and Conditions of Service		2-1 thru 2-16
Capacity and Energy Control Program		3-1 thru 3-10
Standard Nominal Voltages		4-1
Tariff F.A.C.	Fuel Adjustment Clause	5-1 thru 5-2
Tariff R.S.	Residential Service	6-1 thru 6-4
Tariff R.S.-L.M.-T.O.D.	Residential Load Management-Time-of-Day	6-5 thru 6-6
Tariff R.S.-T.O.D.	Residential Time-of-Day	6-7 thru 6-8
Tariff R.S.-T.O.D. 2	Experimental Residential Service Time-of-Day 2	6-9 thru 6-10
Tariff S.G.S.	Small General Service	7-1 thru 7-3
Tariff S.G.S.-T.O.D.	Experimental Small General Service Time-of-Day	7-4 thru 7-5
Tariff M.G.S.	Medium General Service	8-1 thru 8-3
Tariff M.G.S.-T.O.D.	Medium General Service Time-of-Day	8-4 thru 8-5
Tariff L.G.S.	Large General Service	9-1 thru 9-3
Tariff L.G.S.-T.O.D.	Large General Service Time-of-Day	9-4 thru 9-6
Tariff Q.P.	Quantity Power	10-1 thru 10-4
Tariff C.I.P.-T.O.D.	Commercial and Industrial Power Time-of-Day	11-1 thru 11-3
Tariff C.S.-I.R.P.	Contract Service -- Interruptible Power	12-1 thru 12-3
Tariff M.W.	Municipal Waterworks	13-1 thru 13-2
Tariff O.L.	Outdoor Lighting	14-1 thru 14-4
Tariff S.L.	Street Lighting	15-1 thru 15-3
Tariff C.A.T.V.	Cable Television Pole Attachment	16-1 thru 16-5
<u>(Cont'd on Sheet No. 1-2)</u>		

DATE OF ISSUE NOVEMBER 12, 2014

DATE EFFECTIVE SERVICE RENDERED ON AND AFTER DECEMBER 12, 2014

ISSUED BY JOHN A. ROGNESS III

Issued by authority of an Order of the Public Service Commission

In Case No.2014-XXXXXX dated XXXXXXXX

<u>TITLE</u>	<u>INDEX (Cont'd)</u>	<u>SHEET NO.</u>
Tariff COGEN/SPP I	Cogeneration and/or Small Power Production – 100 kW or less	17-1 thru 17-3
Tariff COGEN/SPP II	Cogeneration and/or Small Power Production – Over 100 kW	18-1 thru 18-3
Tariff S.S.C.	System Sales Clause	19-1 thru 19-2
Tariff F.T.	Franchise Tariff	20-1
Tariff T.S.	Temporary Service	21-1
Tariff D.S.M.C.	Demand-Side Management Adjustment Clause	22-1 thru 22-13
Tariff X.X.	Reserved for Future Use	23-1
Rider E.C.S.-C. & E.	Emergency Curtailable Service – Capacity & Energy	24-1 thru 24-6
Rider E.P.C.S.	Energy Price Curtailable Service Rider	25-1 thru 25-3
Tariff N.U.G.	Non-Utility Generator	26-1 thru 26-3
Tariff N.M.S.	Net Metering Service	27-1 thru 27-22
Tariff C.C.	Capacity Charge	28-1
Tariff E.S.	Environmental Surcharge	29-1 thru 29-5
Tariff R.T.P.	Experimental Real-Time Pricing	30-1 thru 30-4
Rider G.P.O.	Green Pricing Option Rider	31-1
Rider A.F.S.	Alternate Feed Service Rider	32-1 thru 32-4
Tariff U.G.R.T.	Utility Gross Receipts Tax (School Tax)	33-1
Tariff K.S.T.	Kentucky Sales Tax	34-1
Tariff P.P.A.	Purchase Power Adjustment	35-1
Tariff A.T.R.	Asset Transfer Rider	36-1

THE ABOVE TARIFFS ARE APPLICABLE TO THE ENTIRE TERRITORY SERVED BY KENTUCKY POWER COMPANY IN BOYD, BREATHITT, CARTER, CLAY, ELLIOTT, FLOYD, GREENUP, JOHNSON, KNOTT, LAWRENCE, LESLIE, LETCHER, LEWIS, MAGOFFIN, MARTIN, MORGAN, OWSLEY, PERRY PIKE AND ROWAN COUNTIES.

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In Case No.2014-XXXXXX dated XXXXXXXX

TERMS AND CONDITIONS OF SERVICE (Cont'd)

Residential Bill Form. Page 2

Having a phone number for this address can help us serve you better, especially when storms cause service interruptions.

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

Visit us at www.KentuckyPower.com
 Rates available on request



Meter Number	Service Period		Meter Reading Detail			
999999999	From	To	Previous	Code	Current	Code
	MM/DD	MM/DD	XXXXX	Actual	XXXXX	Actual
Multiplier X.XXXX			Metered Usage X,XXX KWH			
Next scheduled read date should be between MM/DD and MM/DD						

13 Month Usage History Total KWH for Past 12 Months is XX,XXX



Month	Total KWH	Days	KWH Per Day	Cost Per Day	Average Temperature
Current	XXX	XX	X,XXX	\$XXX.XX	66° F
Previous	XXX	XX	X,XXX	\$XXX.XX	66° F
One Year Ago	XXX	XX	X,XXX	\$XXX.XX	48° F

Your Average Monthly Usage: X,XXX KWH

Residential Bill Form – Page 2

(Cont'd on Sheet No. 2-13)

DATE OF ISSUE: NOVEMBER 12, 2014

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ISSUED BY: JOHN A. ROGNESS III

TITLE: DIRECTOR OF REGULATORY SERVICES

BY AUTHORITY OF ORDER BY THE PUBLIC SERVICE COMMISSION

IN CASE NO. 2014-XXXX DATED XXXXXXXX

TERMS AND CONDITIONS OF SERVICE (Cont'd)

Small Commercial Bill Form – Page 2

Stealing copper is illegal and can have deadly consequences. Reporting copper theft could save a life. If you have any information, please call 1-866-747-5845.

Having a phone number for this address can help us serve you better, especially when storms cause service interruptions.

Visit us at www.KentuckyPower.com
 Rates available on request

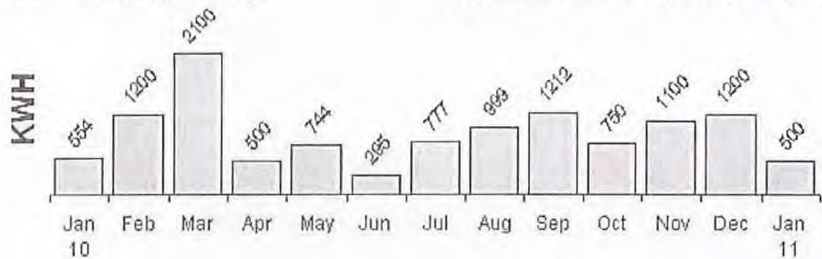
See other side for Important Information



Meter Number	Service Period		Meter Reading Detail			
999999999	From	To	Previous	Code	Current	Code
	MM/DD	MM/DD	XXXXX	Actual	XXXXX	Actual
Multiplier X.XXXX			Metered Usage X,XXX KWH			
Next scheduled read date should be between MM/DD and MM/DD						

13 Month Usage History

Total KWH for Past 12 Months is XX,XXX



Month	Total KWH	Days	KWH Per Day	Cost Per Day	Average Temperature
Current	XXX	XX	X,XXX	\$XXX.XX	66° F
Previous	XXX	XX	X,XXX	\$XXX.XX	66° F
One Year Ago	XXX	XX	X,XXX	\$XXX.XX	48° F
Your Average Monthly Usage: X,XXX KWH					

(Cont'd on Sheet No. 2-15)

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ISSUED BY: JOHN A. ROGNESS III

TITLE: DIRECTOR OF REGULATORY SERVICES

BY AUTHORITY OF ORDER BY THE PUBLIC SERVICE COMMISSION

IN CASE NO. 2014-XXXX DATED XXXXXXXX

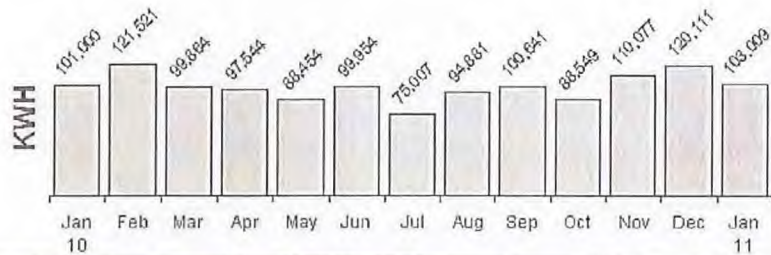
TERMS AND CONDITIONS OF SERVICE (Cont'd)

Large Commercial and Industrial Bill Form – Page 2

Send Inquires To:
 PO BOX 24401
 CANTON, OH 44701-4401
 R-00-99999999

Service Address:
 KPCo LARGE POWER CUSTOMER
 123 ANY STREET
 ANY CITY, KY 99999-9999

Meter		Service Period		Meter Reading Detail		
Number	From	To	Previous	Code	Current	Code
999999999	MM/DD	MM/DD	XXXXX	Actual	XXXXX	Actual
Multiplier XXX.XXXX			Metered Usage XXX,XXX KWH			
999999999	MM/DD	MM/DD	XXXXX	Actual	XXXXX	Actual
Multiplier XXX.XXXX			Metered Usage XXX,XXX KW			
999999999	MM/DD	MM/DD	XXXXX	Actual	XXXXX	Actual
Multiplier XXX.XXXX			Metered Usage XXX,XXX KVARH			
Next Scheduled read date should be between MM/DD and MM/DD						
13 Month Usage History			Total KWH for Past 12 Months is X,XXX,XXX			



Stealing copper is illegal and can have deadly consequences. Reporting copper theft could save a life. If you have any information, please call 1-866-747-5845.

Having a phone number for this address can help us serve you better, especially when storms cause service interruptions.

Visit us at www.KentuckyPower.com
 Rates available on request
 See other side for Important Information



Meter Number	Cycle-Route	Bill Date
999999999	99-99	MM/DD/YY

Month	Total KWH	Days	KWH Per Day	Cost Per Day	Average Temperature
Current	XXX,XXX	XX	X,XXX	\$XXX.XX	66° F
Previous	XXX,XXX	XX	X,XXX	\$XXX.XX	66° F
One Year Ago	XXX,XXX	XX	X,XXX	\$XXX.XX	48° F
Your Average Monthly Usage: XXX,XXX KWH					

Adjusted Usage MM/YY			
	Power	Power Factor	Comp. Meter
	Factor	Constant	Multiplier
Metered Usage	(XX.X)	(XXX.XXXX)	
XXX,XXX			Billing Usage
XXX,XXX			XXX,XXX KWH
XXX,XXX			XXX,XXX KW
XXX,XXX			XXX,XXX KVARH
Contract Capacity = X,XXX.X		High Prev Demand = X,XXX.X	On-Pk
		High Prev Demand = X,XXX.X	Off-Pk

Additional Messages

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TITLE: DIRECTOR OF REGULATORY SERVICES

BY AUTHORITY OF ORDER BY THE PUBLIC SERVICE COMMISSION

IN CASE NO. 2014-XXXX DATED XXXXXXXX

Exhibit 3

Standard Window
4.5" x 1.5"
Standard placement
.875" L x .8" B



AEP KENTUCKY POWER
A unit of American Electric Power

PRSR STD
U.S. POSTAGE
PAID
MAILED FROM
ZIP CODE 06101
PERMIT NO. 1260

TO BE OPENED BY ADDRESSEE

(2015)

apoc

XMPie Code:39 Narrow, 38pt, 20 tracking
Barcode:
T1855769267

CutLine

8.5" wide

8.5" wide

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

Cut Line: .125"

Cut Line: .125"



A unit of American Electric Power

Acceptance Form

<<1501SExXEAKYZ-xxxx>>



Information for:
<<Sample A Sample>>

Complete and return this form,
or visit xxxxxxx.com

3.75"

Window Size:
4.5" w x 1.5" 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, riser pipe, insulator, meter base and service entrance cable, 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 xxxxxxx.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. Your choice of whether to participate in this service plan will not affect the price, availability or terms of service from Kentucky Power. 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.

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-XXX-XXX-XXXX. 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:

Reference Number:

<<1501SExXEAKYZ-xxxx>>

<<Customer_No>>

11"

3.75"

3.5"

fold

fold

190L-ES-BLURCD

190L-ES-BLURCD

Cut Line: .10.875"

Cut Line: .10.875"

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

1501_Ex_BLURCD_1501SExXEAKYZ.indd 1
Form size: 17" w x 11" h - Interstacked
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

Matchback ID Code:
10pt OCR A Extended
text box: 2.975" w, plus clearance
.375" from Left trim
.375" from Bottom trim
.25" clearance right and top
magenta rule line and measurements do not print

CutLine



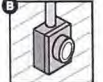
1027/14 4:51 PM

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

fold

fold

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

		
<p>Replace Weatherhead \$192 Plan Members: NO CHARGE!*</p>	<p>Replace 200 Amp Meter Base \$340 Plan Members: NO CHARGE!*</p>	<p>Replace 200 Amp Meter Base \$340 Plan Members: NO CHARGE!*</p>

*Costs shown are estimates only. Actual repair costs could be more or less than stated cost. 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-XXX-XXX-XXXX
Available: Mon-Fri 8am-8pm, Sat 10am-4pm EST
Or visit our secure website at xxxxxxx.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 pipe; meter base; service entrance cable; 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: includes repairs to damage arising from the disconnection or interruption to the main electrical supply; transformers; and repair of low voltage wiring. 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. Exclusions apply. To see full Terms and Conditions with complete coverage and exclusion details prior to enrolling call 1-XXX-XXX-XXXX or go to xxxxxxx.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-XXX-XXX-XXXX.

Cut Line: .10875" 1501_Ex_BLUWCD_1501Exx7EAKY.indd 2 FPO -125" clearance area for grip - magenta does not print 1027/14 4:51 PM Cut Line: .10875"

Cut Line

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



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BEO-1404

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



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.

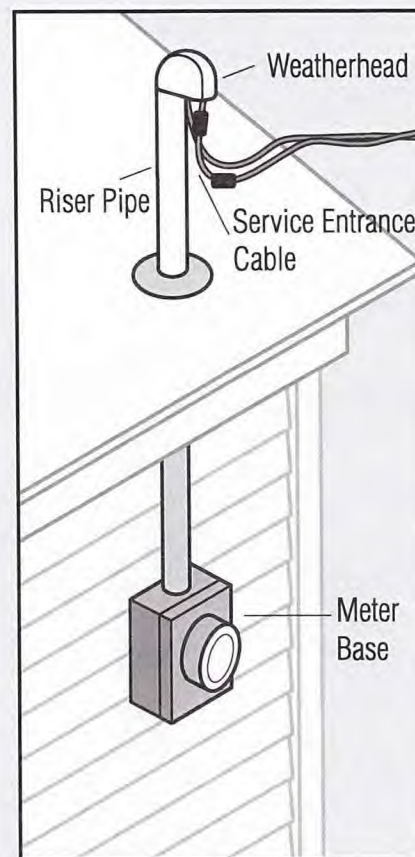
As a homeowner, you own and are responsible for maintaining the equipment from the point where our line attaches to your home. For customers with overhead service, this includes the weatherhead, service entrance cable, riser pipe and meter base. For customers with underground service, this includes where 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-XXX-XXX-XXXX or visit xxxxxxxx.com.

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. Your choice of whether to participate in this service plan will not affect the price, availability or terms of service from Kentucky Power. 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.



7" wide



A unit of American Electric Power

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
PAGE 6 OF 6