

COMMONWEALTH OF KENTUCKY
BEFORE THE PUBLIC SERVICE COMMISSION

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PUBLIC SERVICE
COMMISSION

In the Matter of:

THE APPLICATION OF KENTUCKY POWER
COMPANY TO AMEND ITS DEMAND-SIDE
MANAGEMENT PROGRAM AND FOR
AUTHORITY TO IMPLEMENT A TARIFF TO
RECOVER COSTS AND NET LOST REVENUES,
AND TO RECEIVE INCENTIVES ASSOCIATED
WITH THE IMPLEMENTATION OF THE
PROGRAMS

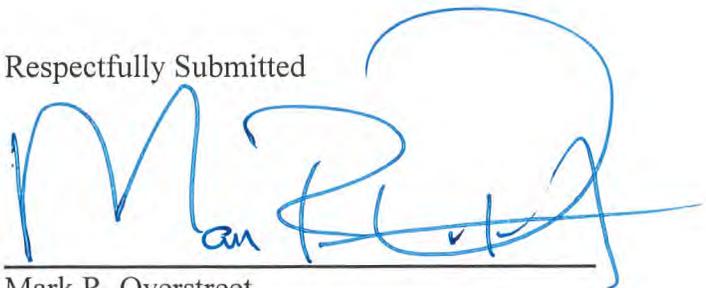
CASE NO. 2013-00487

Notice Of Initiation Of Market Potential Study

Kentucky Power Company notifies that Public Service Commission of Kentucky that in accordance with the Commission's June 30, 2014 Order the Company has initiated the market potential study required by the Order. Applied Energy Group has been awarded the contract to perform the market potential study following the issuance and evaluation of a request for proposal.

This 19th day of September 2014.

Respectfully Submitted



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

Kenneth J. Gish, Jr.
STITES & HARBISON PLLC
250 West Main Street, Suite 2300
Lexington, Kentucky 40507
Telephone: (859) 226-2300
kgish@stites.com

COUNSEL FOR KENTUCKY POWER
COMPANY

CERTIFICATE OF SERVICE

I hereby certify that a true and accurate copy of the foregoing was served on the by first class, postage prepaid:

Jill Tauber
Earthjustice
1625 Massachusetts Avenue, N.W., Suite 702
Washington, D.C. 20036

S. Laurie Williams
Sierra Club
50 F Street, N.W. 8th Floor
Washington D.C. 20001

Joe F. Childers
Joe F. Childers and Associates
300 Lexington Building
210 West Short Street
Lexington, Kentucky 40507

on this the 19th day of September, 2014.

A handwritten signature in blue ink, appearing to read 'M. F. Childers', is written over a horizontal line.

Counsel for Kentucky Power