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James Gardner
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August 16, 2010

Errol K. Wagner
Director Regulatory Services
American Electric Power
101A Enterprise Drive
P. O. Box 5190
Frankfort, KY 40602

RE: Case No. 2010-00333
American Electric Power
(Demand-Side Management)

This letter is to acknowledge receipt of initial application in the above case. The application was date-stamped received August 16, 2010 and has been assigned Case No. 2010-00333. 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,

A handwritten signature in black ink, appearing to read "Jeff Derouen".

Jeff Derouen
Executive Director

JD/rs