

ILLINOIS COMMERCE COMMISSION

Platinum Advertising II LLC :

Application for Licensure of :
Agents, Brokers, and Consultants :
under Section 16-115C :
of the Public Utilities Act. :

Docket No. *11-0621*

APPLICATION

Platinum Advertising II LLC ("Applicant"), hereby requests that the Illinois Commerce Commission ("Commission") grant it a license pursuant to Section 16-115C of the Public Utilities Act ("Act"). In support of its application, Applicant states as follows:

GENERAL [454.40, 454.50, 454.100]

1. Applicant's name and street address.

Platinum Advertising II LLC
530 S Gulfview Blvd Unit 403
Clearwater Beach, Florida, 33767

2. Related Information:

- Type of business entity: **LLC**
- Jurisdiction in which and under whose laws business entity was created: **FL**
- Other names under which Applicant does business (D/B/A): **N/A**

3. Contact Persons for the following:

a) issues related to processing this application and

James Egan
COO
202 Holland Road Unit 220
Holland, PA 18966
267-753-3200 ext 100
jegan@platinumadvertisingllc.com

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- b) issues related to complaint resolution [454.130]

James Egan
COO
202 Holland Road Unit 220
Holland, PA 18966
267-753-3200 ext 100
jegan@platinumadvertisingllc.com

Provide each contact person's name, title, mailing address, telephone number, and e-mail address for a) and b).

4. Description of Applicant's business. [454.40(c)(1)]

Platinum Advertising is a direct marketing firm that specializes in residential and commercial customer acquisition for various deregulated energy and telecommunications companies. Platinum utilizes both feet on the street and outbound telesales as its sole sales channels.

5. A statement in support of application (including supporting documents and schedules if necessary) certifying the applicant meets the requirements of Section 16-115C of the Act. [454.40(d)(1)]

With over 100 years in combined energy marketing experience, the corporate and managerial staff at Platinum Advertising have launched, managed and maintained a large number of successful energy and telecom campaigns going back to 1999.

In addition to daily sales and rigorous compliance training, all field agents must successfully pass a nationwide background check and 10 panel drug screening.

We take great pride in the ability to not only generate significant sales volume for our clients but also in the fact that the customers enrolled are fully informed of all program details. All customers that are enrolled receive a brief follow up quality assurance survey call to ensure complete understanding and satisfaction.

Further information regarding our training and enrollment process in addition to company history and structure can be found in the attached addendums.

6. The name, address, telephone number, any facsimile number and any e-mail address of the agent registered with the Illinois Secretary of State. This information shall be kept current and any change regarding the licensee shall be

reported within 15 days after the change occurs. The required information shall be filed with the Chief Clerk of the Commission at its Springfield office. [454.40(c)(3)]

InCorp Services, Inc.
2501 Chatham road, Suite 110
Springfield, IL 62704
County: Sangamon
Phone: 702.866.2500
Fax: 702.866.2689

7. A statement to disclose whether the Applicant is licensed as an agent, broker or consultant in any other jurisdictions, similar to the licensure required under Section 16-115C of the Illinois Public Utilities Act. Additionally, the Applicant is directed to disclose whether it has had any complaints filed against it for its provision of any services in the electric or gas industry in this or any other jurisdiction. If yes, the Applicant is directed to include in its response the nature of the complaint, the jurisdiction, and the ultimate resolution.

Platinum is licensed by both the PA PUC and the MD PUC. There have been 0 complaints lodged against Platinum and thus no resolutions have been necessary. Copies of the licenses have been attached.

8. Applicant certifies that it:
- a) is licensed to do business in the State of Illinois and is in compliance with all other applicable laws, regulations and Commission rules and orders; [454.40(c)(2)]
 - b) shall comply with all terms and conditions required by Section 16-115C of the Act; [454.40(d)(2)]
 - c) shall ensure any person who acts on behalf of the entity will comply with all sections of Part 454 applicable to the function or functions to be performed; [454.40(d)(3)]
 - d) shall remain in compliance with the provisions of the Act and Part 454; [454.50]
 - e) shall ensure that authorizations received from customers, and all other applicable records are retained for a period of not less than three calendar years after the calendar year in which they were created; and [454.100(a)]
 - f) shall preserve the confidentiality of its customers' data. [454.100(b)]

MANAGERIAL LICENSING QUALIFICATIONS [Section 454.60]

9. Applicant meets the managerial qualifications set forth in Part 454.60, as demonstrated in **Attachment A. Attachment A-page 11** includes an exhibit containing a corporate organizational chart and identifying the persons who are being used to meet the requirements of Part 454.60(a). **Attachment D** includes an exhibit containing occupational background information on the person or persons who are being used to meet the requirements of Part 454.60(a). [Attachment should include narrative and/or resume of key personnel showing clearly how the managerial experience requirement is being met.]

TECHNICAL LICENSING QUALIFICATIONS [Section 454.70]

10. Applicant meets the technical qualifications set forth in Part 454.70, as demonstrated in **Attachments A,B,C,D. Attachment D** includes an exhibit containing occupational background information on the person or persons who are being used to meet the requirements of Part 454.70(a).

FINANCIAL LICENSING REQUIREMENTS [SECTION 454.80]

11. Applicant is required to execute and maintain a license or permit bond in the name of the People of the State of Illinois issued by a qualifying surety or insurance company authorized to transact business in the State of Illinois. The amount of the bond shall equal \$5,000.

[Department of the Treasury's Listing of Approved Sureties (Department Circular 570) (<http://www.fms.treas.gov/c570/c570.html>)]

CODE OF CONDUCT [SECTION 454.90]

12. Applicant certifies that it shall:
 - a) Disclose in plain language in writing the nature of the services offered by the ABC;
 - b) Disclose in plain language in writing to all persons it solicits the total anticipated remuneration to be paid to it by any third party over the period of the proposed underlying customer contract. Any such disclosure must be made prior to entering into the contract and signed by the customer;
 - c) Not hold itself out as independent or unaffiliated with any RES, or both, or use words calculated to give that impression, unless the person or entity offering service under this Section 16-115C of the Act has no contractual relationship with any RES or its affiliates regarding retail electric service in Illinois;

- d) Not utilize false, misleading, materially inaccurate, defamatory, or otherwise deceptive language or materials in the soliciting or providing of its services;
- e) Maintain copies of all marketing materials disseminated to third parties for a period of not less than three years;
- f) Maintain copies of all disclosure statements required in subsections (a) and (b) for a period of not less than three years;
- g) Not present electricity pricing information in a manner that favors one supplier over another, unless a valid pricing comparison is made utilizing all relevant costs and terms; and
- h) Comply with the requirements of Sections 2EE, 2FF, 2GG, and 2HH of the Consumer Fraud and Deceptive Business Practices Act [815 ILCS 505/2EE, 2FF, 2GG, and 2HH].

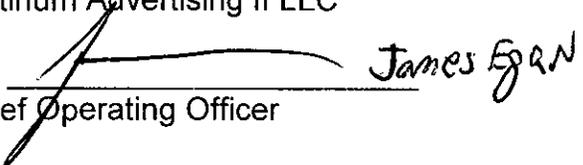
REPORTING REQUIREMENTS [SECTION 454.110]

13. Applicant agrees to submit reports in accordance with annual reporting requirements. [454.110]

WHEREFORE, Applicant requests that the Commission grant its application for licensure as an agent, broker, or consultant to engage in the procurement or sale of retail electricity supply for third parties.

Respectfully submitted,

Platinum Advertising II LLC

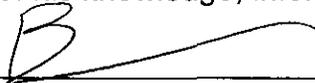
By:  James Egan
Chief Operating Officer

Name of Attorney
Attorney's Firm or Company Name
Address of Attorney
Attorney's Telephone Number
Attorney's Fax and E-mail (optional)

VERIFICATION

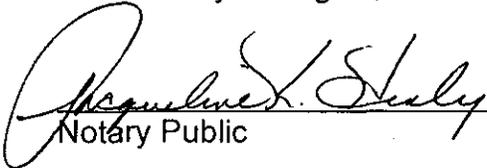
STATE OF Pennsylvania
COUNTY OF Bucks

Bill Siveter, being first duly sworn, deposes and says that he is President-CEO of Platinum Advertising II LLC that he/she has read the foregoing Application of Platinum Advertising II LLC, and all of the attachments accompanying and referred to within the Application; and that the statements contained in the Application and the attachments are true, correct and complete to the best of his knowledge, information and belief.



Bill Siveter

Subscribed and sworn to before me
this 31st day of August, 2011.



Notary Public

[Stamp of Notary]

