

General Requirements

Indication of other states the Applicant offers services similar to those that it seeks to offer in Illinois is as follows: New Jersey and California.

Managerial Requirements

(Please see attached corporate chart)

Technical Requirements

As requested, the following describes in detail how key staff members of the Applicant has at least one year of experience in the electric industry.

John Dyet, CEO

Head controller of electricity and natural gas sales and oversees all marketing and sales processes. John Dyet was directly contracted by Liberty Power for Commercial electricity sales in the JCPL and ACE markets in New Jersey on July 24th 2009. Since that time, John Dyet has direct managed all areas of the Commercial sales division of the company resulting in hundreds of agreements executed with suppliers including Direct Energy, Liberty Power, and Integrys Energy. Upon Liberty Power's management team performing quality control assessments of the sales team manage by John, all agents received the highest rating for compliance. John Dyet is also the creator of the data exchange processes that taken place between suppliers and the broker including historical usage data management, billing cycle read data, and direct access service request to the utility. John Dyet also establishes automated processes of customer inquiries and usage requests. John Dyet is also responsible for establishing and maintaining quality control procedures and regional market parameters for each marketing campaign. On the natural gas side of the company, John Dyet has trained agents, created the procedures, developed sales processes, and directly controlled the production of over 50,000,000 therms of annual gas volume from over 5,000 customers. John Dyet is also responsible for creating an educational presentation to educate customers about their energy costs, established high standards of retention practices such as email communication and customer follow-up calls, and created QC processes such as electric sales monitoring process, recorded call monitoring, sales recording screening for compliance, project outlines for each market including detailed descriptions of offers, terms, conditions, and all other guidelines for the sales process ensuring only the correct information is presented to the consumer in a compliant manner. John Dyet currently holds 2 years of experience in the electric industry.

Craig Dierking, President

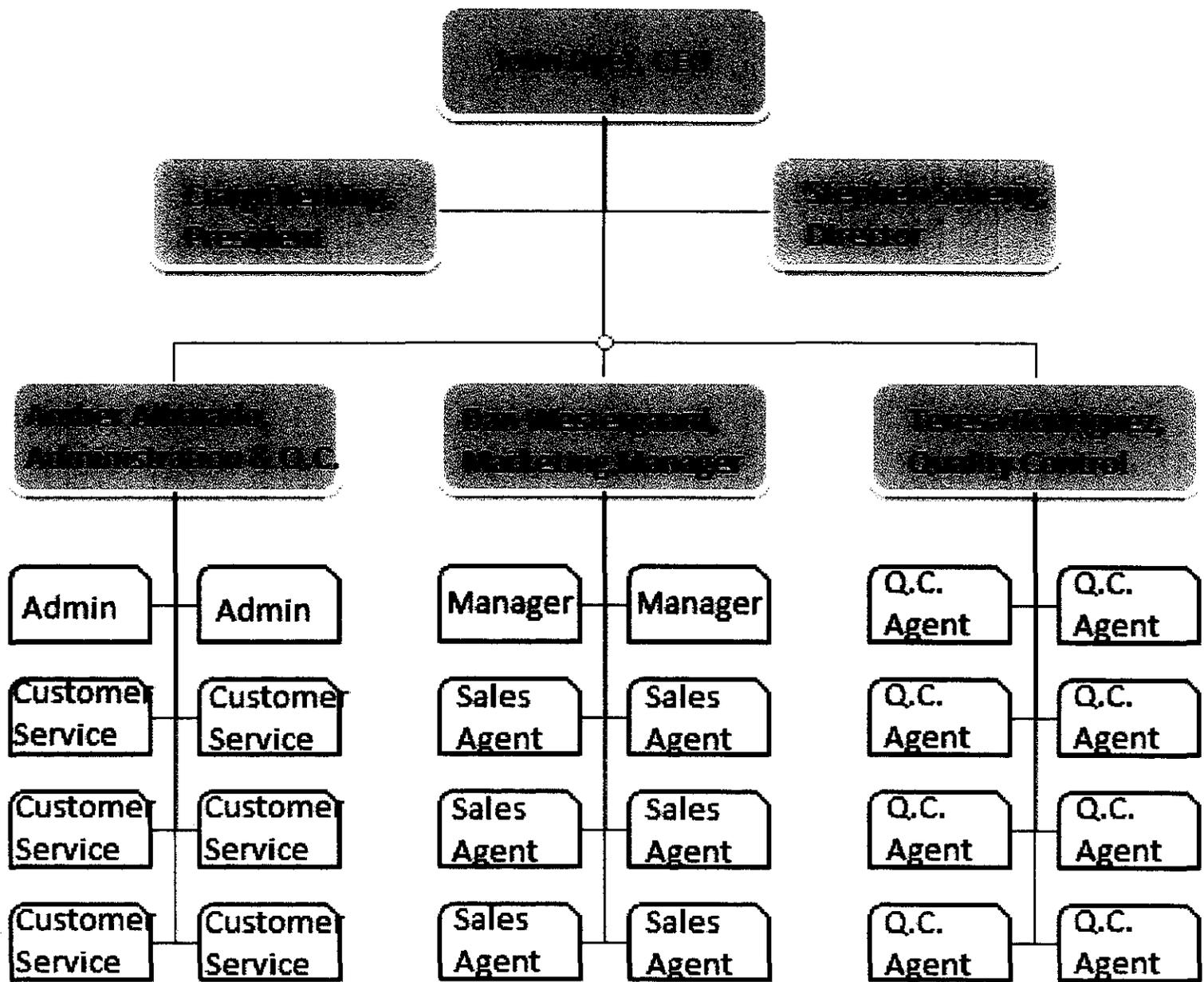
Prior to CRM Marketing Group, Craig Dierking was a manager of residential sales for Direct Energy's marketing center called AGR Group located in Pinellas, Florida. Craig held this position for over 2 years and also performed marketing practices himself at the commercial customer base in several utility service areas. He is directly responsible for a volume of over 10,000,000 kWh (annual volume) and was responsible for managing 25 sales agents performing residential electricity marketing campaigns. Since joining CRM Marketing Group in July of 2009, Craig Dierking manages all electric pricing requests, matrix pricing procedures, customer contracting, and booking deal with the suppliers. Craig has helped the energy supplier called BlueStar Energy develop and design their daily electric rates in matrix model therefore bypassing the need to custom-price all accounts. Craig Dierking currently holds over 4 years of experience in the electric industry.

Stephen Scherig, Director

Stephen is responsible for handling sales himself as well as overseeing and training sales agents. Prior to joining the company in July of 2009, Stephen Scherig also worked at AGR Group selling electricity exclusively in the commercial department for 2 years. Stephen was trained in person by Direct Energy's corporate training team when he joined the company. Before AGR Group, Stephen worked at Consumer Energy Solutions in Clearwater, Florida for approximately 1 year. Stephen is highly knowledgeable and well-versed in industry standards, supplier terms and conditions, supplier contracts, market conditions, and sales compliance. Stephen Scherig currently oversees daily operations as an extension of John Dyet, working one on one with the company's sales agents. Stephen Scherig also assists the quality control department by ensuring all quality control agents meet or exceed requirements set forth by the company. As for his educational background, Stephen has a bachelor in finance. Collectively, Stephen has directly brokered the sale of electricity in deregulated markets across the following states; Massachusetts, Rhode Island, Connecticut, Pennsylvania, Maryland, New York, Texas, Illinois, and Ohio. Stephen Scherig holds over 5 years of experience in the electric industry.

Financial Qualifications

(Please see attached bond – corrected as requested)



BOND RIDER

To be attached to and form a part of a License or Permit Bond

Bond No. 104379083 dated May 3, 2010

Issued to Energy Choice Center 1301 Seminole Blvd Ste 113 Largo, FL 33770

as Principal,

and Travelers Casualty and Surety Company of America

as Surety,

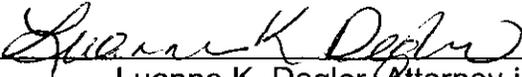
It is understood and agreed that the Bond is changed or revised in the particulars as checked below:

- Name of Principal changed to: CRM Marketing Group, Inc. d/b/a Energy Choice Center
- Amount of bond changed from: _____
- Address changed to: _____
- Other: _____

This Bond shall be subject to all its terms, conditions, and limitations, except as herein expressly modified.

Signed, sealed and dated October 11, 2011.

Travelers Casualty and Surety Company of America
770 Pennsylvania Drive Suite 110
Exton, PA 19341

By: 
Luanne K. Degler, Attorney-in-Fact

POWER OF ATTORNEY



Farmington Casualty Company
Fidelity and Guaranty Insurance Company
Fidelity and Guaranty Insurance Underwriters, Inc.
St. Paul Fire and Marine Insurance Company
St. Paul Guardian Insurance Company

St. Paul Mercury Insurance Company
Travelers Casualty and Surety Company
Travelers Casualty and Surety Company of America
United States Fidelity and Guaranty Company

Attorney-In Fact No. 222193

Certificate No. 003518160

KNOW ALL MEN BY THESE PRESENTS: That St. Paul Fire and Marine Insurance Company, St. Paul Guardian Insurance Company and St. Paul Mercury Insurance Company are corporations duly organized under the laws of the State of Minnesota, that Farmington Casualty Company, Travelers Casualty and Surety Company, and Travelers Casualty and Surety Company of America are corporations duly organized under the laws of the State of Connecticut, that United States Fidelity and Guaranty Company is a corporation duly organized under the laws of the State of Maryland, that Fidelity and Guaranty Insurance Company is a corporation duly organized under the laws of the State of Iowa, and that Fidelity and Guaranty Insurance Underwriters, Inc., is a corporation duly organized under the laws of the State of Wisconsin (herein collectively called the "Companies"), and that the Companies do hereby make, constitute and appoint

Jerry E. Fallen, and Luanne K. Degler

of the City of Fairway, State of Kansas, their true and lawful Attorney(s)-in-Fact, each in their separate capacity if more than one is named above, to sign, execute, seal and acknowledge any and all bonds, recognizances, conditional undertakings and other writings obligatory in the nature thereof on behalf of the Companies in their business of guaranteeing the fidelity of persons, guaranteeing the performance of contracts and executing or guaranteeing bonds and undertakings required or permitted in any actions or proceedings allowed by law.

The authority granted hereunder to sign, execute, seal and acknowledge any individual bond, recognizance, conditional undertaking, and other writing obligatory in the nature thereof is limited to the sum of ONE MILLION FIVE HUNDRED THOUSAND (\$1,500,000.00) DOLLARS per bond.

IN WITNESS WHEREOF, the Companies have caused this instrument to be signed and their corporate seals to be hereto affixed, this 2nd day of March, 2010.

Farmington Casualty Company
Fidelity and Guaranty Insurance Company
Fidelity and Guaranty Insurance Underwriters, Inc.
St. Paul Fire and Marine Insurance Company
St. Paul Guardian Insurance Company

St. Paul Mercury Insurance Company
Travelers Casualty and Surety Company
Travelers Casualty and Surety Company of America
United States Fidelity and Guaranty Company



State of Connecticut
City of Hartford ss.

By: [Signature]
George W. Thompson, Senior Vice President

On this the 2nd day of March, 2010, before me personally appeared George W. Thompson, who acknowledged himself to be the Senior Vice President of Farmington Casualty Company, Fidelity and Guaranty Insurance Company, Fidelity and Guaranty Insurance Underwriters, Inc., St. Paul Fire and Marine Insurance Company, St. Paul Guardian Insurance Company, St. Paul Mercury Insurance Company, Travelers Casualty and Surety Company, Travelers Casualty and Surety Company of America, and United States Fidelity and Guaranty Company, and that he, as such, being authorized so to do, executed the foregoing instrument for the purposes therein contained by signing on behalf of the corporations by himself as a duly authorized officer.

In Witness Whereof, I hereunto set my hand and official seal.
My Commission expires the 30th day of June, 2011.



[Signature]
Marie C. Tetreault, Notary Public

This Power of Attorney is granted under and by the authority of the following resolutions adopted by the Boards of Directors of Farmington Casualty Company, Fidelity and Guaranty Insurance Company, Fidelity and Guaranty Insurance Underwriters, Inc., St. Paul Fire and Marine Insurance Company, St. Paul Guardian Insurance Company, St. Paul Mercury Insurance Company, Travelers Casualty and Surety Company, Travelers Casualty and Surety Company of America, and United States Fidelity and Guaranty Company, which resolutions are now in full force and effect, reading as follows:

RESOLVED, that the Chairman, the President, any Vice Chairman, any Executive Vice President, any Senior Vice President, any Vice President, any Second Vice President, the Treasurer, any Assistant Treasurer, the Corporate Secretary or any Assistant Secretary may appoint Attorneys-in-Fact and Agents to act for and on behalf of the Company and may give such appointee such authority as his or her certificate of authority may prescribe to sign with the Company's name and seal with the Company's seal bonds, recognizances, contracts of indemnity, and other writings obligatory in the nature of a bond, recognizance, or conditional undertaking, and any of said officers or the Board of Directors at any time may remove any such appointee and revoke the power given him or her; and it is

FURTHER RESOLVED, that the Chairman, the President, any Vice Chairman, any Executive Vice President, any Senior Vice President or any Vice President may delegate all or any part of the foregoing authority to one or more officers or employees of this Company, provided that each such delegation is in writing and a copy thereof is filed in the office of the Secretary; and it is

FURTHER RESOLVED, that any bond, recognizance, contract of indemnity, or writing obligatory in the nature of a bond, recognizance, or conditional undertaking shall be valid and binding upon the Company when (a) signed by the President, any Vice Chairman, any Executive Vice President, any Senior Vice President or any Vice President, any Second Vice President, the Treasurer, any Assistant Treasurer, the Corporate Secretary or any Assistant Secretary and duly attested and sealed with the Company's seal by a Secretary or Assistant Secretary; or (b) duly executed (under seal, if required) by one or more Attorneys-in-Fact and Agents pursuant to the power prescribed in his or her certificate or their certificates of authority or by one or more Company officers pursuant to a written delegation of authority; and it is

FURTHER RESOLVED, that the signature of each of the following officers: President, any Executive Vice President, any Senior Vice President, any Vice President, any Assistant Vice President, any Secretary, any Assistant Secretary, and the seal of the Company may be affixed by facsimile to any Power of Attorney or to any certificate relating thereto appointing Resident Vice Presidents, Resident Assistant Secretaries or Attorneys-in-Fact for purposes only of executing and attesting bonds and undertakings and other writings obligatory in the nature thereof, and any such Power of Attorney or certificate bearing such facsimile signature or facsimile seal shall be valid and binding upon the Company and any such power so executed and certified by such facsimile signature and facsimile seal shall be valid and binding on the Company in the future with respect to any bond or understanding to which it is attached.

I, Kori M. Johanson, the undersigned, Assistant Secretary, of Farmington Casualty Company, Fidelity and Guaranty Insurance Company, Fidelity and Guaranty Insurance Underwriters, Inc., St. Paul Fire and Marine Insurance Company, St. Paul Guardian Insurance Company, St. Paul Mercury Insurance Company, Travelers Casualty and Surety Company, Travelers Casualty and Surety Company of America, and United States Fidelity and Guaranty Company do hereby certify that the above and foregoing is a true and correct copy of the Power of Attorney executed by said Companies, which is in full force and effect and has not been revoked.

IN TESTIMONY WHEREOF, I have hereunto set my hand and affixed the seals of said Companies this 11th day of October, 2011.


Kori M. Johanson, Assistant Secretary



To verify the authenticity of this Power of Attorney, call 1-800-421-3880 or contact us at www.travelersbond.com. Please refer to the Attorney-In-Fact number, the above-named individuals and the details of the bond to which the power is attached.