



**Ameren Illinois Utilities' Response
To ORMD's Draft Rule for
Consumer Protection Measures
9/25/09**

The Ameren Illinois Utilities (AIU) wish to thank Staff for the opportunity to provide comment on the draft rules that have been developed for consumer protection measures as a result of the ORMD workshops. AIU offers these comments:

- AIU suggests Staff not include these new proposed requirements to the existing Code Part 410; rather, it is the opinion of AIU that these requirements be contained in a new part. This recommendation is made in an effort to expedite this specific rulemaking and not subject other items currently in Part 410 for rulemaking consideration.
- AIU recommends the following language be incorporated within the in-person marketing, telemarketing, direct mail and online marketing sections:

“The sales agent shall refrain from using the name of the electric utility providing delivery service as part of any product offering so as not to suggest any improper representations or utility endorsements.”

The Ameren Illinois Utilities reserve the right to comment on these proposed rules as we learn more about our role and the application of these rules.