



13850 Ballantyne Corporate Place  
Suite 150  
Charlotte, NC 28277  
(704) 274-1450 office  
(704) 274-1430 fax  
[www.xoomenergy.com](http://www.xoomenergy.com)

July 23, 2015

Hon. Kathleen H. Burgess  
Secretary to the Commission  
New York State Public Service Commission  
Empire State Plaza  
Agency Building 3  
Albany, NY 12223-1350

**Re: Case 12-M-0476  
XOOM Energy New York, LLC (ESCO XOOM)**

Dear Ms. Burgess,

In connection with the Order issued by the New York Public Service Commission (the "NY PSC") on February 25, 2014 in the above-captioned docket, , the NY PSC. directed all ESCOs to file information on the entities marketing on its behalf in accordance with Section 2(B)( 1)(n) of the Uniform Business Practices.

XOOM is in the process of launching a new telemarketing campaign through Prime Synergy Group. Prime Synergy Group specializes in telemarketing for ESCO companies in the open Electric & Natural Gas markets via radio, television, and print advertising. They will be running radio ads encouraging customers to call their toll free number to learn about products offered through XOOM Energy. XOOM's internal team will contact the customer via phone to affirm all the details including the customer information, rate, plan details, etc., as well as complete a Third Party Verification.

Enclosed is the updated information for XOOM Energy New York, LLC (ESCO XOOM). Please do not hesitate to call me at 704-274-1435 with questions. Thanks in advance.

Sincerely,

A handwritten signature in blue ink, appearing to read "Joel Were".

Joel Were

Regulatory Specialist

XOOM Energy, LLC, single-member manager of XOOM Energy New York, LLC



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Partners marketing in New York on behalf of XOOM Energy New York, LLC

**ACN, Inc.**

1 000 Progress Place  
Concord, NC 28025-2449  
704-260-3000

[www.acninc.com](http://www.acninc.com)

Business Model: Warm Marketing

The representatives provide their families, friends, and existing network of customers with available products and services. Energy is one of the products/services available to them. If interested the customer is given the URL where they can choose the product/service and enroll/place an order. The representative cannot enroll /place an order for the customer.

**Choose Energy**

6217 Chapel Hill Blvd, Suite 300  
Plano, TX 75093  
855-419-3586

[www.ChooseEnergy.com](http://www.ChooseEnergy.com)

Business Model: Online Marketplace (comparison-shop for energy supplier and product plan)

Consumers interested in switching energy providers visit the Choose Energy website. Consumers will then research available products and services in their area. After comparing the offerings the consumer chooses to complete an enrollment/order for the service. There are no representatives or agents, consumers are driven to the website by internet marketing and some traditional marketing or via a web search for switching energy suppliers.

**Prime Synergy**

3923 W. 6th Street  
Los Angeles, CA 90015  
800-536-7721

[www.primesynergygroup.com](http://www.primesynergygroup.com)

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### **Team National**

8210 West State Road 84

Davie, FL 33324

954-584-21 51

[www.bign.com](http://www.bign.com)

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### **Vodaplex**

100 Glenridge Point Parkway Suite 100

Atlanta, GA 30342

888-863-7539

[www.vodaplex.com](http://www.vodaplex.com)

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