

**AVISTA CORP.  
RESPONSE TO REQUEST FOR INFORMATION**

JURISDICTION:	Washington	DATE PREPARED:	6/22/2000
CASE NO:	UE-991606	WITNESS:	Don Falkner
	UG-991607	RESPONDER:	Don Falkner
REQUESTER:	WUTC	DEPT:	Rates
TYPE:	Data Request	TELEPHONE:	(509) 495-4326
DUE DATE:		FIELD AUDIT:	___ Yes <u>X</u> No
REQUEST NO.:	336		

**REQUEST:**

Referring to the statements that "Prior to our name change, consumers saw three basic organizational names under our corporate umbrella..." and "After the name change, consumers saw only one name under our corporate umbrella. That in and of itself, served to reduce the level of consumer confusion." (Falkner rebuttal, page 16, lines 6-7 and lines 13-14.) Please specify by name any and all consumers who expressed confusion because Washington Water Power operated subsidiaries with different names.

**RESPONSE:**

Customer incidents of name related confusion were not individually documented. However, it is reasonable to assume that it is less confusing for a corporation with multiple operational units to all be under the umbrella of one main corporate name versus using multiple, unrelated names for each operational unit.

<b>WUTC</b>		
DOCKET NO. <u>UE-991606</u>		
EXHIBIT # <u>282</u>		
ADMIT	W/D	REJECT
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>