

**BEFORE THE PUBLIC SERVICE COMMISSION
OF THE STATE OF MISSOURI**

In the Matter of Union Electric Company,)
d/b/a AmerenUE's Tariff to Increase its) File No. ER-2011-0028
Annual Revenues for Electric Service)

**APPLICATION TO INTERVENE BY THE
MISSOURI RETAILERS ASSOCIATION**

COMES NOW the Missouri Retailers Association (hereinafter "Missouri Retailers" or "MRA"), by and through counsel, pursuant to Public Service Commission ("Commission") Rule 4 CSR 240-2.075, and respectfully applies for intervention as a party in this general rate case.

In support of this Application, the Missouri Retailers state as follows:

1. The MRA is a not-for-profit association dedicated to serving the needs of retailers and grocers and their distribution facilities statewide. MRA has several members who are served by AmerenUE and which rely on dependable electric service at reasonable rates in order to survive in the current economy, in order to employ their workforce, and to continue to provide their products and services at reasonable prices. A list of MRA members is attached as Exhibit A. This interest is different than the general public interest.

2. Correspondence, communications, orders and the decision in this matter should be addressed to:

Thomas R. Schwarz, Jr.
Stephanie S. Bell
Blitz, Bardgett & Deutsch, L.C.
308 East High Street
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Jefferson City, MO 65101
Telephone No.: (573) 634-2500
Facsimile No.: (573) 634-3358
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And

David Overfelt, President
Missouri Retailers Association
P.O. Box 1336
Jefferson City, MO 65102
Telephone No.: (573) 636-5128
E-mail: dave@moretailers.com

3. On September 7, 2010, this Commission issued an Order directing interested parties wishing to intervene to do so by September 27, 2010, and thus this Application is timely.

4. MRA is opposed to any unjust and unreasonable revenue requirement or discriminatory rate design for its members served by AmerenUE's electric service. MRA is also opposed to AmerenUE's request for an interim rate increase in this case. After further investigation, MRA plans to provide the Commission with a more detailed position on AmerenUE proposals and testimony submitted in this case.

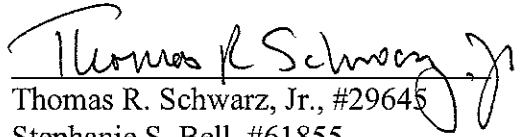
5. MRA believes that its intervention and participation in this proceeding would serve the public interest, and wishes to become a party to this case for all purposes.

WHEREFORE, the MRA respectfully requests that the Commission grant its Application to Intervene, entitling it to fully participate in this proceeding.

Respectfully submitted,

BLITZ, BARDGETT & DEUTSCH, L.C.

By:



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CERTIFICATE OF SERVICE

I hereby certify that true copies of the foregoing Application to Intervene by the Missouri Retailers Association were sent to each of the following parties of record via electronic transmission this 20th day of September, 2010:

General Counsel's Office

E-mail: GenCounsel@psc.mo.gov

Lewis Mills

E-mail: opcservice@ded.mo.gov

Nathan Williams

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James B. Lowery

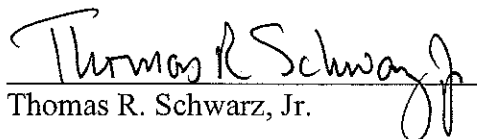
E-mail: lowery@smithlewis.com

Thomas M. Byrne

E-mail: AmerenUEService@ameren.com

Wendy Tatro

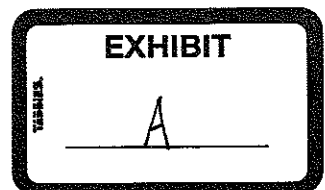
E-mail: AmerenUEService@ameren.com



Thomas R. Schwarz, Jr.

Missouri Retailers Association Members that are Affected by AmerenUE Rates

ABBCO Service Corporation
Accu-Care, Inc.
Aldi
All-Staff Nursing, Inc.
Altria Client Services, Inc.
Ameristaff
Best Buy Co., Inc.
BF&B Enterprises
BKC, Inc., d/b/a Schottzies Bar & Grill
Buch Mufflers, Inc., d/b/a Midas Auto Service Experts, et al.
Busch's Florist
C & F Restaurants, LLC, d/b/a PJ's Tavern
CFM of Mid-MO, d/b/a Convenient Food-Mart
Community Living, Inc.
Cooperative Attendant Services, Inc.
Crossings Restaurant, LLC, The
CVS Pharmacy
CWE Hospitality Services, LLC, d/b/a Chase Park Plaza
D.E. Enterprises, Inc., d/b/a St. Louis Staffing
Dee Lee Group The, LLC, d/b/a Giggers Riverfront Party Bar & Grill
Demac Equipment Corporation
Dierberg Markets, Inc.
Epworth Children & Family Services
Excel Home Care, Inc.
Forever Network, Inc.
Grace Hill Neighborhood Health Centers
Grace Hill Settlement House
Habcare, Inc.
HD Sports, Inc., d/b/a Sports Café
Hewitt-Lucas Body Company, Inc.
Home Depot, The
J. C. Penney Co., Inc.
Jefferson City Oil Co., Inc.
Jerry Haas Race Cars, Inc.
Jewish Center for the Aged
Judevine Center for Autism
Kaldi's, Inc.
Karl Bissinger, Inc.
KEW Properties, d/b/a Sub Shop, Inc.
Lift for Life Academy & Gym, Inc.
Lift for Life Gym, Inc.
Liston Enterprises, Inc., d/b/a Seamus McDaniels
Lowell Manufacturing Company



Lowe's Companies, Inc.
Macy's
Madelaine Townhomes
Medve Group, Inc., The
Metro Home Inspections, Inc.
Metropolitan Design & Building Co., Inc.
Missouri Baptist Children's Home
Missouri Grocers Assn.
Mt. Washington Forever Cemetery (MWC, Inc.)
Northstar Battery Co., LLC
Nurses for Newborns Foundation
Old Town Donuts
Pepsi-Cola Bottling Company of New Haven
Physicians Optical Service
Pike County Memorial Hospital
Progressive Ballons, Inc.
Quik Trip Corporation
Red Shed, The
Reliant Care Mgt. Co., LLC
Schnuck Markets, Inc.
Schulte's Fresh Foods
SDM Company, d/b/a Culinary Personnel
Sears Holding Corporation
Sentinel Industries, Inc.
Target Stores
Village Bar, Inc., The
Walgreen Co.
West Missouri Beef, LLC
Wilco Development & Marketing, d/b/a Helco Tool & Gage
Woodard Cleaning & Restoration Services