



780 N. Commercial Street  
P.O. Box 330  
Manchester, NH 03105-0330

**Robert A. Bersak**  
Chief Regulatory Counsel

603-634-3355  
robert.bersak@eversource.com

March 3, 2015

Ms. Debra A. Howland  
Executive Director  
New Hampshire Public Utilities Commission  
21 Fruit Street, Suite 10  
Concord, New Hampshire 03301

NHPUC MAR 03 2015 3 PM 1:34

**Re: *Northeast Utilities Rebranding to Eversource Energy***

Dear Director Howland:

Please note that as of February 2, 2015, Northeast Utilities began operating under a new brand, Eversource Energy. This is the name that the general public will see on our customer-facing assets, including our vehicles, signage, customer bills and our company advertising.

While the new brand will actually be what customers see, like many companies, we implemented our new brand using “doing business as” names, or “d/b/a” names. Attached are copies of the tradename filings accepted by the New Hampshire Secretary of State supporting our rebranding initiative. Our intention is to represent ourselves as Eversource Energy in the general marketplace.

Because we are using the “d/b/a” process to put the new brand into effect, the legal names of the operating companies (Public Service Company of New Hampshire, The Connecticut Light and Power Company, NSTAR Electric Company, NSTAR Gas Company, Western Massachusetts Electric Company, Yankee Gas Services Company) will remain unchanged.

We will also use the “d/b/a” process to implement the new brand at the parent company (Northeast Utilities or NU) level pending formal approval of a legal name change by shareholders. At the 2015 NU Annual Meeting of Shareholders, scheduled for April 29, 2015, shareholders of NU will be asked to consider a proposal to formally change the company’s legal name to “Eversource Energy.” Upon receipt of shareholder approval, Northeast Utilities’ legal name will be changed to “Eversource Energy.” On February 19, NU shares began trading on the New York Stock Exchange under the Eversource Energy brand, with the ticker symbol “ES.”

Finally, on or about June 30, Northeast Utilities Service Company (NUSCO) will change its legal name to Eversource Energy Service Company (EESCO). Until that change, NUSCO will “d/b/a” EESCO.

If you have any questions with respect to this filing, please do not hesitate to contact me.

Sincerely,

Enclosures

# State of New Hampshire Department of State

## CERTIFICATE

I, William M. Gardner, Secretary of State of the State of New Hampshire, do hereby certify that Eversource is a New Hampshire trade name registered on February 2, 2015 and that PUBLIC SERVICE COMPANY OF NEW HAMPSHIRE presently own(s) this trade name. I further certify that it is in good standing as far as this office is concerned, having paid the fees required by law.



In TESTIMONY WHEREOF, I hereto set my hand and cause to be affixed the Seal of the State of New Hampshire, this 2<sup>nd</sup> day of February, A.D. 2015

A handwritten signature in cursive script, appearing to read "William M. Gardner".

William M. Gardner  
Secretary of State

# State of New Hampshire

## Department of State

### CERTIFICATE

I, William M. Gardner, Secretary of State of the State of New Hampshire, do hereby certify that Eversource Energy is a New Hampshire trade name registered on February 10, 2015 and that PUBLIC SERVICE COMPANY OF NEW HAMPSHIRE presently own(s) this trade name. I further certify that it is in good standing as far as this office is concerned, having paid the fees required by law.



In TESTIMONY WHEREOF, I hereto set my hand and cause to be affixed the Seal of the State of New Hampshire, this 10<sup>th</sup> day of February, A.D. 2015

A handwritten signature in cursive script, appearing to read "William M. Gardner".

William M. Gardner  
Secretary of State

# State of New Hampshire Department of State

## CERTIFICATE

I, William M. Gardner, Secretary of State of the State of New Hampshire, do hereby certify that Eversource Energy Service Company is a New Hampshire trade name registered on February 10, 2015 and that NORTHEAST UTILITIES SERVICE COMPANY presently own(s) this trade name. I further certify that it is in good standing as far as this office is concerned, having paid the fees required by law.



In TESTIMONY WHEREOF, I hereto set my hand and cause to be affixed the Seal of the State of New Hampshire, this 10<sup>th</sup> day of February, A.D. 2015

A handwritten signature in black ink, appearing to read "William M. Gardner".

William M. Gardner  
Secretary of State