

September 10, 2010

Mr. Steven Reed
Secretary of the Commission
Missouri Public Service Commission
Governor Office Building
200 Madison Street, Ste. 800
Jefferson City, MO 65101



RE: Ameren Missouri

Dear Mr. Reed:

As you may know, Union Electric Company (“UE”) recently announced that effective October 1, 2010 it will begin using the trade name “Ameren Missouri” in communications with its customers and other stakeholders to increase the clarity of its communications. Specifically, the use of the trade name “Ameren Missouri” will help UE’s customers and other stakeholders distinguish between the distinct utility subsidiaries owned by Ameren Corporation that operate separately in Missouri and Illinois.

UE’s use of the trade name Ameren Missouri is not a name change in a legal sense. The utility company’s legal name will continue to be Union Electric Company. UE will use Ameren Missouri as a trade name, and until the use of the new trade name on items such as building signs, trucks and uniforms can be economically phased-in, UE will continue to use AmerenUE as a trade name as well.

4 CSR 240-2.060(5) (and 4 CSR 240-3.020) provide filing requirements for utility company name changes. Although the addition of Ameren Missouri as a trade name is not a utility company name change, we believe it is appropriate to provide the Commission with the information that would be required by the rule for a utility company name change, to the extent applicable.

The rule requires the items shown in bold below where a utility company name change is made:

- 1. A statement clearly setting out both the old name and the new name.**

As noted, there is no utility company name change, but Union Electric Company will use Ameren Missouri as a trade name primarily in

Steven Reed
Page 2
September 10, 2010

communications with the Commission, customers and other stakeholders starting October 1, 2010.

2. Evidence of registration of the name change with the Missouri Secretary of State.

Evidence of registration of "Ameren Missouri" as a trade name with the Secretary of State is attached hereto.

3. Either an adoption notice and revised tariff title sheet with an effective date which is not fewer than thirty (30) days after the filing date of the application, or revised tariff sheets with an effective date which is not fewer than thirty (30) days after the filing date of the application.

Union Electric Company's tariffs reflect its legal name. Therefore no tariff change is appropriate.

Thank you for bringing this information to the attention of the Commission.

Sincerely,

/s/ Thomas M. Byrne

Thomas M. Byrne
Managing Associate General Counsel

Enclosure

cc: Steven Dottheim
Lewis Mills, OPC