



**Notice of Application
and
Notice of Written Hearing
Electricity Retailer Licence - Bullfrog Power Inc.
EB-2010-0063**

Bullfrog Power has applied to the Ontario Energy Board for an electricity retailer licence. The granting of this licence would enable the applicant to retail electricity in Ontario

The application will be decided by the Counsel, Special Projects who has been delegated this authority pursuant to section 6 of the *Ontario Energy Board Act, 1998*. The Counsel, Special Projects does not intend to provide for an award of costs when deciding this application.

How to participate in the hearing

The application will be decided by way of written hearing unless a party satisfies the Board that there is good reason for holding an oral hearing. If you object to a written hearing for this application, you must provide written reasons why an oral hearing is necessary. Any submissions objecting to a written hearing must be received by the Board and copied to the applicant by April 19, 2010.

If you wish to participate in a written hearing, you must forward three paper copies, and if possible, an electronic copy in Word format and searchable PDF format, of your written submission to the Board and one copy to the applicant. All submissions must be received by April 23, 2010. If the applicant wishes to respond to the written submissions, such response must be filed with the Board and copied to any party that made submissions by April 30, 2010.

All submissions must quote the relevant file number, and clearly state the sender's name, postal address, telephone number, fax number and e-mail address. All communications should be directed to the attention of the Board Secretary at the address below, and be received no later than 4:45 p.m. on the required date.

Information relating to the application is available for viewing at the Board's offices at the address provided below or by contacting the applicant. The address and contact information for the applicant are also provided below.

Further information on how to participate may be obtained by visiting the Board's Web site at www.oeb.gov.on.ca or by calling our Consumer Relations Centre at 1-877-632-2727.

IMPORTANT

IF YOU DO NOT FILE A WRITTEN SUBMISSION OBJECTING TO A WRITTEN HEARING OR DO NOT PARTICIPATE IN THE HEARING BY FILING A WRITTEN SUBMISSION IN ACCORDANCE WITH THIS NOTICE, THE BOARD MAY PROCEED WITHOUT YOUR PARTICIPATION AND YOU WILL NOT BE ENTITLED TO FURTHER NOTICE IN THIS PROCEEDING.

Addresses**The Board:**

Ontario Energy Board
P.O. Box 2319
27th Floor
2300 Yonge Street
Toronto ON M4P 1E4
Attention: Board Secretary
Filings: <https://www.errr.oeb.gov.on.ca/>

E-mail: boardsec@oeb.gov.on.ca
Tel: 1-888-632-6273 (Toll free)
Fax: 416-440-7656

The Applicant:

Bullfrog Power Inc.
119 Spadina Ave.
Suite 1000
Toronto ON M5V 2L1
Attention: Mr. Ron Seftel

E-mail: ron.seftel@bullfrogpower.com
Tel: (416) 360-3464 (ext. 211)
Fax: (416) 360-8385

DATED at Toronto, April 1, 2010

ONTARIO ENERGY BOARD

Original signed by

Kirsten Walli
Board Secretary