



EB-2010-0045

NOTICE OF APPLICATION AND HEARING
Electricity Retailer Licence
Direct Energy Marketing Limited

Direct Energy Marketing Limited ("Direct Energy") filed an application with the Ontario Energy Board (the "Board") dated March 1, 2010, under section 60 of the *Ontario Energy Board Act, 1998*, S.O. 1998, c.15 (Schedule B) (the "Act") for a renewal of its electricity retailer licence. The granting of this licence would enable the applicant to continue to retail electricity in Ontario. The Board has assigned the application file number EB-2010-0045.

The application will be decided by an employee of the Board who has been delegated this authority pursuant to section 6 of the Act.

How to see Direct Energy's Application

Copies of the application are available for inspection at the Board's office in Toronto and at Direct Energy's office and may be posted on its website.

How to Participate

You may participate in this proceeding in one of three ways:

1. Send a Letter with your Comments to the Board

Your letter with comments will be provided to the Board's delegated decision maker and will be part of the public record for the application. Your letter must be received by the Board no later than **30 days** from the date that this notice is issued. The Board accepts letters of comment by either post or e-mail at the addresses below.

2. **Become an Observer**

Observers do not actively participate in the proceeding but monitor the progress of the proceeding by receiving documents issued by the Board. You may request observer status in order to receive documents issued by the Board in the proceeding. If you become an observer, you need to contact the applicant and others in order to receive documents that they file in this proceeding and they may charge you for this. Most documents filed in this application will also be available on the Board's website. Your request for observer status must be made in writing and be received by the Board no later than **12 days** from the date that this notice is issued. The Board accepts observer request letters by either post or e-mail at the addresses below; however two paper copies are also required. You must also provide a copy of your letter to the applicant.

3. **Become an Intervenor**

You may ask to become an intervenor if you wish to actively participate in the proceeding. Intervenors are eligible to receive evidence and other material submitted by participants in the hearing. Likewise, intervenors will be expected to send copies of any material they file to all parties to the hearing.

Your request for intervenor status must be made by letter of intervention and be received by the Board no later than **12 days** from the date that this notice is issued. Your letter of intervention must include a description of how you are, or may be, affected by this proceeding; and if you represent a group, a description of the group and its membership. The Board may order costs in this proceeding. You must indicate in your letter of intervention whether you expect to seek costs from the applicant and the grounds for your eligibility for costs. You must provide a copy of your letter of intervention to the applicant.

At this time, the Board intends to proceed with this application by way of a written hearing. If you object to the Board proceeding in this fashion, your letter of intervention must state the type of proceeding you believe to be necessary and provide supporting reasons.

If you already have a user ID, please submit your intervention request through the Board's web portal at www.errr.oeb.gov.on.ca. Additionally, two paper copies are

required. If you do not have a user ID, please visit the Board's website under e-filings and fill out a user ID password request. For instructions on how to submit and naming conventions please refer to the RESS Document Guidelines found at www.oeb.gov.on.ca, e-Filing Services. The Board also accepts interventions by e-mail, at the address below, and again, two additional paper copies are required. Those who do not have internet access are required to submit their intervention request on a CD or diskette in PDF format, along with two paper copies.

How to Contact Us

In responding to this notice, please reference Board file number EB-2010-0045 in the subject line of your e-mail or at the top of your letter. It is also important that you provide your name, postal address and telephone number and, if available, an e-mail address and fax number. 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.

Need More Information?

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

IMPORTANT

IF YOU DO NOT REQUEST TO PARTICIPATE IN ACCORDANCE WITH THIS NOTICE, THE BOARD MAY PROCEED IN YOUR ABSENCE AND YOU WILL NOT BE ENTITLED TO ANY FURTHER NOTICE OF THESE PROCEEDINGS.

ADDRESSES

The Board:

Ontario Energy Board
P.O. Box 2319
2300 Yonge Street, 27th Floor
Toronto ON M4P 1E4
Attention: Board Secretary

Filings: www.errr.oeb.gov.on.ca
Email: Boardsec@oeb.gov.on.ca

Tel: 1-888-632-6273 (toll free)
Fax: 416-440-7656

The Applicant:

Direct Energy Marketing Limited
2225 Sheppard Avenue East
Atria III
Toronto ON M2J 5C2
Attention: Ms. Joanne Mascioli

Tel: (416) 758-4267
Fax: (416) 758-4272
E-mail: joanne.mascioli@directenergy.com

DATED at Toronto, April 8, 2010

ONTARIO ENERGY BOARD

Original signed by

Kirsten Walli
Board Secretary