

Ontario Energy Board
P.O. Box 2319
27th Floor
2300 Yonge Street
Toronto ON M4P 1E4
Telephone: 416-481-1967
Facsimile: 416-440-7656
Toll free: 1-888-632-6273

**Commission de l'énergie
de l'Ontario**
C.P. 2319
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2300, rue Yonge
Toronto ON M4P 1E4
Téléphone: 416-481-1967
Télécopieur: 416-440-7656
Numéro sans frais: 1-888-632-6273



BY E-MAIL

April 8, 2010

Ms. Joanne Mascioli
Compliance Analyst
Direct Energy Marketing Limited
2225 Sheppard Avenue East, Atria III
Toronto ON M2J 5C2

LETTER OF DIRECTION

Dear Ms. Mascioli:

**Re: Direct Energy Marketing Limited
Application for an Electricity Retailer Licence
Board File No. EB-2010-0045**

The Ontario Energy Board has completed a preliminary review of Direct Energy Marketing Limited's ("Direct Energy") electricity retailer licence application. The Board expects to render a Decision and Order in this application on or about August 6, 2010.

The Board has now issued its Notice of Application and Hearing relating to Direct Energy's application. The Board has posted the English and French versions of the Notice on its website.

You are directed:

1. To post the enclosed English and French versions of the Notice, headed with the Ontario government logo and the words "Ontario Energy Board", on Direct Energy's website, if available, by April 13, 2010.
2. To make a copy of the application and evidence, and any amendments thereto, available for public review at Direct Energy's office.

3. To inform the Board by way of letter directed to the Board Secretary that the notice has been posted on your website, immediately upon completion.
4. To provide a copy of the application and evidence, and any amendments thereto, to anyone requesting the material.

All correspondence to the Board regarding this matter must quote file number EB-2010-0045 and must consist of one electronic copy e-mailed to BoardSec@oeb.gov.on.ca and two hard copies filed with the Board Secretary.

NOTE:

IF YOU ARE UNABLE TO POST THE NOTICE ON YOUR WEBSITE AS DIRECTED BY APRIL 13, 2010 OR IF YOU DO NOT HAVE A WEBSITE, YOU MUST INFORM THE BOARD IMMEDIATELY BY WAY OF LETTER DIRECTED TO THE BOARD SECRETARY.

Yours truly,

Original signed by

Kirsten Walli
Board Secretary

Enclosure(s)