

**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  
27e étage  
2300, rue Yonge  
Toronto ON M4P 1E4  
Téléphone: 416- 481-1967  
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Numéro sans frais: 1-888-632-6273



**BY E-MAIL**

August 11, 2010

Joanne Mascioli  
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 Wholesaler Licence  
Board File No. EB-2010-0252**

The Ontario Energy Board has completed a preliminary review of your application. The Board expects to render a decision and/or order in this application on or before October 25, 2010.

The Board has now issued its Notice of Application and Written Hearing relating to your electricity wholesaler licence application. The Board has posted the English version of the Notice on its website.

You are directed:

1. To post the enclosed English version of the Notice, headed with the Ontario government logo and the words "Ontario Energy Board", on your website, if available by August 17, 2010.
2. To make a copy of the application and evidence, and any amendments thereto, available for public review at Direct Energy Marketing Limited'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-2010-0252 and must consist of one electronic copy e-mailed to [BoardSec@oeb.gov.on.ca](mailto: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 AUGUST 17, 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

Encl.