



**Notice of Application  
and  
Notice of Written Hearing  
Electricity Wholesaler Licence - Direct Energy Marketing Limited  
EB-2010-0252**

Direct Energy Marketing Limited has applied to the Ontario Energy Board for an electricity wholesaler licence. The granting of this licence would enable the applicant to wholesale electricity in Ontario.

The application will be decided by an employee of the Board who has been delegated this authority pursuant to section 6 of the *Ontario Energy Board Act, 1998*. The employee 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 August 27, 2010.

If you wish to participate in a written hearing, you must forward two 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 August 31, 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 September 7, 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](http://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  
27<sup>th</sup> 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](mailto: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  
  
E-Mail: [joanne.mascioli@directenergy.com](mailto:joanne.mascioli@directenergy.com)  
Tel: (416) 758 4254  
Fax: (416) 758-4272

**DATED** at Toronto, August 11, 2010

ONTARIO ENERGY BOARD

*Original signed by*

Kirsten Walli  
Board Secretary