



Direct Dial: 416 758 4254  
Fax: 416 758 4272  
E-mail: [Joanne.Mascioli@directenergy.com](mailto:Joanne.Mascioli@directenergy.com)

August 16, 2010

**VIA COURIER**

Kirsten Walli  
Board Secretary  
**ONTARIO ENERGY BOARD**  
P.O. Box 2319  
2300 Yonge Street, 26<sup>th</sup> Floor  
Toronto ON M4P 1E4

Dear Ms. Walli:

**Re: Application for Electricity Wholesaler Licence - Letter of Direction  
Board File Number EB-2010-0252**

In accordance with your Letter of Direction dated August 11, 2010, we wish to advise as follows:

1. The English version of the Notice of Application and Written Hearing has been posted on the Direct Energy Marketing Limited ("DEML") website as of August 13, 2010.
2. DEML's application and evidence, and any amendments thereto, are available for public review at: 2225 Sheppard Avenue E., Atria III, 5<sup>th</sup> Floor, Toronto, Ontario.
3. Enclosed is a copy of the website page on which the Notice has been posted and below is the link thereto:

<http://www.directenergy.com/EN/ontario/Pages/Ontario-Energy.aspx>

4. A copy of DEML's application and evidence, and any amendments thereto, are available to anyone requesting the material.

Should you have any questions, please do not hesitate to contact me at 416 758 4254.

Sincerely,  
**DIRECT ENERGY**

Per:

*J. Mascioli*  
Joanne Mascioli  
Compliance Analyst

Enclosure

## Search:

[Contact Us](#)Select Region  
Ontario[Residential](#)[Business](#)[About Us](#)[Rate This Page](#)**Residential Ontario****Energy Products**

Direct Energy has the natural gas and electricity plans to meet all of your needs. Choose between plans that will protect your prices.

- ▶ Electricity Plans
- ▶ Flex Price Plan
- ▶ Natural Gas Plans
- ▶ Variable Plan Prices

**Electricity Wholesaler Licence**

Direct Energy Marketing Limited has applied to the Ontario Energy Board to renew its Electricity Wholesaler Licence. The Board has issued its Notice of Application and Notice of Written Hearing. Please [click here](#) for a copy of the Notice.

**Home Services**

From heating and cooling equipment servicing and sales to a wide array of protection plans to cover important aspects in your home.

- ▶ Cooling and Air Conditioners
- ▶ Heating and Furnaces
- ▶ Geothermal
- ▶ Protection Plans
- ▶ Water Heaters
- ▶ Appliance Repair
- ▶ Plumbing Service and Repair
- ▶ Duct Cleaning
- ▶ Home Energy Audit
- ▶ Our Customers

**Customer Care**

You are very important to us. Our goal is to get you to the person who can answer your question as quickly as possible.

- ▶ Emergency Information
- ▶ Broken Furnace/Air Conditioner
- ▶ Moving or Renewals
- ▶ Contact Us

**Energy Efficiency**

We are fully committed in creating a greener environment. Check out our new Energy Efficiency section to learn about how you can reduce your energy consumption.

**Who knew getting your voice heard was so rewarding?**  
Make your opinions matter. Tell us what you're thinking and you could win \$1,000. **Enter Aeroplane Lines today!**  
[Click here to learn more.](#) [Click here to learn more.](#)

**Smart Energy Minutes**

View Direct Energy's one minute videos on energy reduction tips, energy contracts and energy management.

**Corporate Responsibility**

Explore our 2009 Corporate Responsibility report and find out how we are shaping the future of energy.

**Company Info**

- [About Us](#)

**Corporate Responsibility**

- [Learn more about our program](#)

**Careers**

- [Direct Your Energy](#)

**Centrica plc**

- [Centrica plc](#)

[Rate This Page](#)

™ Direct Energy and the Lightning Bolt design are either registered trademarks or trademarks of Direct Energy Marketing Limited in the United States and/or Canada. Use of such trademarks has been licensed by Direct Energy Marketing Limited to its various subsidiaries and affiliates.

© 2009 Direct Energy Marketing Limited, a subsidiary of Centrica plc. Centrica was created following the demerger of British Gas plc in 1997 and is now a leading supplier of energy and related services. To read more about Centrica plc please visit [www.centrica.com](http://www.centrica.com). Direct Energy Marketing Limited, under the name Direct Energy, is licensed to market natural gas in Ontario under Ontario Energy Board gas marketing license #GM-2009-0058 and to market electricity in Ontario under the Ontario Energy Board electricity retailing license #ER-2005-0226. Direct Energy is not affiliated with any regulated gas or electricity distributor.

[Privacy Policy](#) | [Disclaimer](#) | [Terms of Use](#) | [Global Sitemap](#)



**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