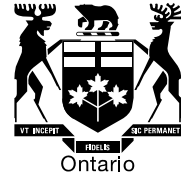


**Ontario Energy Board**  
P.O. Box 2319  
27th. Floor  
2300 Yonge Street  
Toronto ON M4P 1E4  
Telephone: 416- 481-1967  
Facsimile: 416- 440-7656  
Toll free: 1-888-632-6273

**Commission de l'énergie de l'Ontario**  
C.P. 2319  
27e étage  
2300, rue Yonge  
Toronto ON M4P 1E4  
Téléphone: 416- 481-1967  
Télécopieur: 416- 440-7656  
Numéro sans frais: 1-888-632-6273



**BY E-MAIL**

January 14, 2011

Chris Loughren  
Market Regulatory Affairs Advisor  
Bruce Power Inc.  
P.O. Box 1540  
177 Tie Road, Concession 4  
County Road 20  
Tiverton ON N0G 2T0

## **LETTER OF DIRECTION**

Dear Mr. Loughren:

**Re: Bruce Power Inc.  
Application for an Electricity Retailer Licence  
Board File No. EB-2010-0404**

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 about March 23, 2011 .

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

You are directed:

1. To arrange immediately for the enclosed English version of the Notice, headed with the Ontario government logo and the words "Ontario Energy Board", to be posted on your website, if available by January 21, 2011.
2. To arrange immediately for the enclosed French version of the Notice headed with the Ontario Government logo and the words "Commission de l'énergie de l'Ontario", to be posted on your website, if available by January 21, 2011.
3. To make a copy of the application and evidence, and any amendments thereto, available for public review at Bruce Power Inc.'s office.

4. To inform the Board by way of letter directed to the Board Secretary that the notices have been posted on your website, immediately upon completion.
5. 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-2010-0404 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 JANUARY 21, 2011 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.