



**EB-2011-0412**

**NOTICE OF APPLICATION AND WRITTEN HEARING  
Superior Energy Management Electricity LP  
Application for Electricity Retailer Licence**

Superior Energy Management Electricity LP has applied to the Ontario Energy Board for an electricity retailer licence. The granting of this licence would enable the applicant to retail 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.

Copies of the application and the pre-filed evidence in support of the applicant's application will be available for public inspection at the Board's offices, or at the applicant's offices.

**How to Participate in the Hearing**

The Board intends to proceed with this matter by way of a written hearing unless a party satisfies the Board that there is a good reason for not holding a written hearing. If you object to the Board holding a written hearing in this matter, 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 January 5, 2012.

If you wish to participate in the written hearing, please file a written submission setting out your views on the application. You must forward two paper copies, and if possible, an electronic copy in searchable PDF format, of your submission to the Board and one copy to the applicant at the addresses below. All submissions must be received January 9, 2012. If the applicant wishes to respond to the submissions, such response must be filed with the Board and copied to any party that made submissions by January 16, 2012.

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.

All written submissions sent to the Board will be placed on the public record, which means that the written submissions will be available for viewing at the Board's offices and will be placed on the Board's website.

If the written submission is from a private citizen (i.e., not a lawyer representing a client, not a consultant representing a client or organization, not an individual in an organization that represents the interests of consumers or other groups, and not an individual from a regulated entity), before placing the written submission on the public record, the Board will remove any personal (i.e., not business) contact information from the written submission (i.e., the address, fax number, phone number, and e-mail address of the individual). However, the name of the individual and the content of the written submission will become part of the public record.

As stated elsewhere in this notice, you must provide a complete copy of your written submission (including your name, contact information, and everything written in the submission) to the applicant.

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.ontarioenergyboard.ca](http://www.ontarioenergyboard.ca) or by calling our Consumer Relations Centre at 1-877-632-2727.

**IMPORTANT**

**IF YOU DO NOT FILE AN OBJECTION TO A WRITTEN HEARING OR DO NOT PARTICIPATE IN THE HEARING BY FILING A 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.ontarioenergyboard.ca/>  
  
E-mail: [boardsec@ontarioenergyboard.ca](mailto:boardsec@ontarioenergyboard.ca)  
Tel: 1-888-632-6273 (Toll free)  
Fax: 416-440-7656

**The Applicant:**

Superior Energy Management Electricity LP  
6860 Century Avenue, East Tower  
Suite 3000  
Mississauga ON L5N 2W5  
Attention: Ms. Judy Wasney  
  
E-Mail: [jwasney@superiorenergy.ca](mailto:jwasney@superiorenergy.ca)  
Tel: +1 (905) 542-5493  
Fax: +1 (905) 285-2482

**DATED** at Toronto, December 14, 2011

**ONTARIO ENERGY BOARD**

*Original signed by*

Kirsten Walli  
Board Secretary