

**Ontario Energy  
Board**

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**Commission de l'énergie  
de l'Ontario**

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**BY E-MAIL**

March 19, 2008

Ms. Joanne Mascioli  
Compliance Analyst  
Government & Regulatory Affairs – Eastern Canada  
Direct Energy Marketing Ltd.  
2225 Sheppard Avenue East  
Atria III  
Toronto, ON M2J 5C2

Dear Ms. Mascioli:

**Re: Application for Amendment of Gas Marketer Licence  
GM-2004-0241 and Electricity Retailer Licence ER-2005-0226  
Board File Number EB-2008-0064**

This letter acknowledges receipt of your application for amendment of gas marketer licence GM-2004-0241 and electricity retailer licence ER-2005-0226. The Board has assigned file number EB-2008-0064 to this matter. Please refer to this number in all future correspondence to the Board regarding this matter.

Your application is currently incomplete and cannot be processed until the following has been filed:

A concise explanation as to why the name changes are required.

The Board will resume processing your application once the above information has been filed. If the above information is not filed within 30 days of the date of this letter, the Board may close the file for this application.

The Board also notes that there is some additional information typically asked for in a licence amendment application. It includes the following:

- a) For each licence, will current customers under contract be adversely affected by the name changes? Please provide a detailed explanation for the applicable scenario (adversely impacted or not affected).

- b) Refer to section 21(4)(b) of the *Ontario Energy Board Act, 1998* with respect to requests from applicants for disposing of a proceeding without a hearing and if applicable, please act accordingly.

There is no expectation that this additional information is needed to begin the process of reviewing this application. However, by providing such information at the same time as the required information, the processing of this application can be expedited.

Upon receipt of the required information the Board will issue an acknowledgement letter indicating the expected date on which a decision and/or order may be rendered.

Please file two paper copies of the additional material and an electronic version in Word and in searchable Adobe Acrobat (if available) with the Board Secretary. Electronic copies may be submitted on diskette or by e-mail to [boardsec@oeb.gov.on.ca](mailto:boardsec@oeb.gov.on.ca).

Please direct any questions relating to this application to Julie Doherty, Advisor at 416-440-8133 or e-mail, [Julie.Doherty@oeb.gov.on.ca](mailto:Julie.Doherty@oeb.gov.on.ca).

Yours truly,

*Original signed by*

John Pickernell  
Assistant Board Secretary