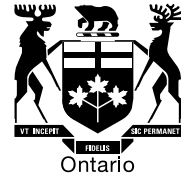


Ontario Energy Board
P.O. Box 2319
27th. Floor
2300 Yonge Street
Toronto ON M4P 1E4
Telephone: 416- 481-1967
Facsimile: 416- 440-7656
Toll free: 1-888-632-6273

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

October 1, 2013

Sean McGowan
Senior Operations Analyst
World Energy Solutions, Inc.
100 Front Street
20th Floor
Worcester MA 01608

LETTER OF DIRECTION

Dear Mr. McGowan:

**Re: World Energy Solutions, Inc.
Application for an Electricity Retailer Licence
Board File No. EB-2013-0332**

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 December 12, 2013.

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 in the form accompanying this Letter of Direction, including all graphics and the words "Ontario Energy Board" to be posted on your website, if available by October 8, 2013.
2. To arrange immediately for the enclosed French version of the Notice in the form accompanying this Letter of Direction, including all graphics and the words

“Commission de l’énergie de l’Ontario”, to be posted on your website, if available by October 8, 2013.

3. To make a copy of the application and evidence, and any amendments thereto, available for public review at World Energy Solutions, 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-2013-0332 and must consist of one electronic copy e-mailed to BoardSec@ontarioenergyboard.ca and two hard copies filed with the Board Secretary.

NOTE:

IF YOU ARE UNABLE TO POST THE NOTICES ON YOUR WEBSITE AS DIRECTED BY OCTOBER 8, 2013 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.