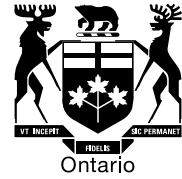


Ontario Energy Board
P.O. Box 2319
27th. Floor
2300 Yonge Street
Toronto ON M4P 1E4
Telephone: 416- 481-1967
Facsimile: 416- 440-7656
Toll free: 1-888-632-6273

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

November 13, 2013

Joanne Mascioli
Senior Compliance Analyst
Direct Energy Marketing Inc.
2225 Sheppard Avenue East
Atria III
Toronto ON M2J 5C2

LETTER OF DIRECTION

Dear Mascioli:

**Re: Direct Energy Marketing Inc.
Application for an Electricity Wholesaler Licence
Board File No. EB-2013-0382**

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 January 28, 2014.

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

You are directed:

1. To arrange immediately for the enclosed 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 November 20, 2013.
2. To make a copy of the application and evidence, and any amendments thereto, available for public review at Direct Energy Marketing Inc.'s office.

3. To inform the Board by way of letter directed to the Board Secretary that the notice has been posted on your website, immediately upon completion.
4. 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-2013-0382 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 NOTICE ON YOUR WEBSITE AS DIRECTED BY NOVEMBER 20, 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.