



EB-2013-0382

**NOTICE OF APPLICATION AND WRITTEN HEARING
Direct Energy Marketing Inc.
Application for Electricity Wholesaler Licence**

Direct Energy Marketing Inc. has applied to the Ontario Energy Board for an electricity wholesaler licence. The granting of this licence would enable the applicant to wholesale 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 November 29, 2013.

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 Word format and 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 by December 3, 2013. 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 December 10, 2013.

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 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
27th Floor
2300 Yonge Street
Toronto ON M4P 1E4
Attention: Board Secretary
Filings:
www.pes.ontarioenergyboard.ca/eservice/
E-mail: boardsec@ontarioenergyboard.ca
Tel: 1-888-632-6273 (Toll free)
Fax: 416-440-7656

The Applicant:

Direct Energy Marketing Inc.
2225 Sheppard Avenue East
Atria III
Toronto ON M2J 5C2
Attention: Joanne Mascioli

E-Mail: joanne.mascioli@directenergy.com
Tel: 416-758-4254
Fax: 416-758-4272

DATED at Toronto, **November 13, 2013**

ONTARIO ENERGY BOARD

Original Signed By

Kirsten Walli
Board Secretary