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January 30, 2014

VIA E-MAIL and COURIER

John Pickernell
Assistant Board Secretary
ONTARIO ENERGY BOARD
P.O. Box 2319
2300 Yonge Street, 26th Floor
Toronto ON M4P 1E4

Dear Mr. Pickernell:

**Re: Application for Gas Marketer Licence
Board File Number EB-2014-0016**

We write in response to your letter dated January 29, 2014 regarding the gas marketer licence application submitted by Direct Energy Marketing Limited ("Direct Energy") on January 16, 2014. We thank the Board for the opportunity to submit the application.

1. Section 5 – Type of Application

Please be advised that the current gas marketer licence GM-2009-0058 expires on May 14, 2014. The March 14, 2014 date reflected in the application is incorrect; our apologies for the error and inconvenience caused.

Direct Energy received communication from the Board on December 1, 2013 requesting that our application be submitted by December 31, 2013 (i.e. within 30 days of the email).

On December 24, 2013, I called the contact person indicated in the communication to advise that Direct Energy could not meet the due date as Manu Asthana, who is identified in our application as a key individual, was out of the country and therefore not available to complete section 15 (Key Individual Information) and 17 (Certification and Acknowledgement) of the application. I was informed that submission of our application beyond the deadline would be acceptable to the Board.

If a decision cannot be made by the Board regarding Direct Energy's application by May 14, 2014, we respectfully request an extension of the term of the current licence to when decision is made.

2. Section 8 and 15 – Officers, Directors and Key Individuals

Section 8 (b) of the application clarifies that the key individuals listed must be the individuals that are responsible for the following functions: regulatory requirements and conduct, financial matters and technical matters. The key individuals of Direct Energy responsible for these functions are Tanis Kozak, Manu Asthana and Julie Streich. In addition, these individuals are signing officers of the corporation. Direct Energy is managed in the US; the Corporate office and Operations function are located in the US and as such the key individuals, with the exception of Tanis Kozak, reside in the USA.

Neither the application form nor the application instructions suggest that key individuals named in the application must reside in Canada. In fact, section 16 (Notice) of the application anticipates that individuals may reside outside of Canada as noted in the excerpt below:

*In order to verify the information on this form and/or determine whether the applicant is qualified to receive the licence for which it is applying, it may be necessary for the Board to collect additional information from some or all of the following sources: federal, provincial/**state**, or municipal governments; licensing bodies; law enforcement agencies; credit bureaus; and banks.*

You have requested information on key individuals who reside in Canada however, the key individuals of Direct Energy reside in the USA.

3. Additional Information – OOP Security Screening Check Form

The Security Screening Check form will be provided to Tanis Kozak to complete and execute. We will submit the form to your office within 30 days.

If you have any questions or would like to discuss particulars of this response, please do not hesitate to contact me at 416 758 4254.

Sincerely,
DIRECT ENERGY
Per:



Joanne Mascioli
Sr. Compliance Analyst