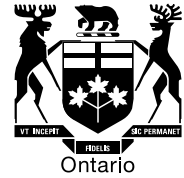


**Ontario Energy
Board**
P.O. Box 2319
27th. Floor
2300 Yonge Street
Toronto ON M4P 1E4
Telephone: 416- 481-1967
Facsimile: 416- 440-7656
Toll free: 1-888-632-6273

**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

February 21, 2014

Joanne Mascioli
Direct Energy Marketing Limited
2225 Sheppard Avenue East
Atria III
Toronto ON M2J 5C2

LETTER OF DIRECTION

Dear Ms. Mascioli :

**Re: Direct Energy Marketing Limited
Application for a Gas Marketer Licence
Board File No. EB-2014-0016**

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 June 10, 2014.

The Board has now issued its Notice of Application and Written Hearing relating to your gas marketer 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 February 28, 2014.
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 February 28, 2014.

3. To make a copy of the application and evidence, and any amendments thereto, available for public review at Direct Energy Marketing Limited'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-2014-0016 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 FEBRUARY 28, 2014 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.