



EB-2015-0202

NOTICE OF APPLICATION AND WRITTEN HEARING

Direct Energy Marketing Limited Application for Electricity Retailer Licence

The Application

Direct Energy Marketing Limited filed an application dated June 16, 2015 with the Ontario Energy Board (the "OEB") under section 60 of the *Ontario Energy Board Act, 1998*, (the "Act") for an Electricity Retailer licence. The granting of this licence would enable the applicant to retail electricity in Ontario.

The application will be decided by an employee of the OEB who has been delegated this authority pursuant to section 6 of the Act. The OEB does not intend to provide for an award of costs when deciding the application.

How to see the Application

To see a copy of the application, go to the Consumer page of the OEB's website and enter the case number EB-2015-0202 in the "Find an Application" box. A copy can also be seen at the OEB's office and at Direct Energy Marketing Limited's office at the address indicated below.

How to Participate

Interested persons may participate in the Board's hearing of the application by following the steps set out in this notice.

Oral vs. Written Hearings

There are two types of OEB hearings – oral and written. The OEB intends to proceed with this application by way of a written hearing. If you think an oral hearing is needed, you can write to the OEB to explain why. Your submission must be received by the OEB and copied to Direct Energy Marketing Limited by **July 27, 2015**.

Interrogatories

If you wish to obtain information from the applicant that is in addition to the application materials already filed with the OEB (i.e. the “pre-filed evidence”) and that is relevant to the hearing, you must request it by written interrogatories filed with the OEB, and delivered to the applicant, on or before **July 31, 2015**. Please ensure that each interrogatory request includes a reference to the relevant page or item in the pre-filed evidence.

The applicant shall file complete responses to each interrogatory with the OEB, and deliver them to all interested parties in the proceeding, no later than **August 14, 2015**.

Written Submissions

You may express your views on the application by filing a written submission with the OEB. Your submission must be received by the OEB and copied to Direct Energy Marketing Limited by **August 28, 2015**.

If Direct Energy Marketing Limited wishes to respond to any submissions, its reply shall be made in writing, and filed with the OEB and copied to any party who made a written submission by **September 11, 2015**.

All written submissions sent to the OEB will be placed on the public record, which means that the written submissions will be available for viewing at the OEB's offices and will be placed on the OEB's website. If the written submission is from a private citizen, the OEB will remove any personal (i.e., not business) contact information from the written submission (e.g., the address, phone number, and e-mail address of the individual), before placing the written submission on the public record. 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.

How to File Documents with the Board

All written submissions filed with the OEB must quote file number EB-2015-0202 and clearly state the sender's name, postal address, telephone number and email address. You must forward two paper copies and, if possible, an electronic copy in Word format and in searchable PDF format, of your written submission to the OEB and one copy to

the applicant. All written submissions to the OEB 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.

Need More Information?

For more information on how to participate please click on “Get Involved” under the “OEB and You” menu on the Consumer page of the OEB’s website www.ontarioenergyboard.ca. If you do not have internet access, please call 1-877-632-2727 (toll free) to receive information about this proceeding and how to participate.

IMPORTANT

IF YOU DO NOT FILE A WRITTEN SUBMISSION OBJECTING TO A WRITTEN HEARING OR DO NOT PARTICIPATE IN THE HEARING BY FILING INTERROGATORIES OR WRITTEN SUBMISSIONS IN ACCORDANCE WITH THIS NOTICE, THE OEB MAY PROCEED WITHOUT YOUR PARTICIPATION AND YOU WILL NOT BE ENTITLED TO FURTHER NOTICE IN THIS PROCEEDING.

Addresses

Ontario Energy 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/
Email: boardsec@ontarioenergyboard.ca
Tel: 1-888-632-6273 (Toll free)
Fax: 416-440-7656

Applicant:

Direct Energy Marketing Limited
12 Greenway Plaza
Houston, TX USA 77046
Attention: Barbara Farmer

Email: Barbara.farmer@directenergy.com
Tel: 713-354-4710

DATED at Toronto, July 10, 2015

ONTARIO ENERGY BOARD

Original signed by

Kirsten Walli
Board Secretary