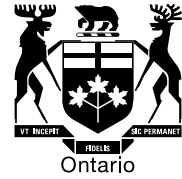


Ontario Energy Board
P.O. Box 2319
27th. Floor
2300 Yonge Street
Toronto ON M4P 1E4
Telephone: 416- 481-1967
Facsimile: 416- 440-7656
Toll free: 1-888-632-6273

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

July 10, 2015

Barbara Farmer
Direct Energy Marketing Limited
12 Greenway Plaza
Houston TX 77046

LETTER OF DIRECTION

Dear Ms. Farmer:

**Re: Direct Energy Marketing Limited
Application for an Electricity Retailer Licence
Board File Number EB-2015-0202**

The Ontario Energy Board (OEB) has completed a preliminary review of your application. The OEB expects to render a decision and/or order in this application on or about October 14, 2015.

The OEB has now issued its Notice of Application and Written Hearing relating to your electricity retailer application. The OEB 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 **July 17, 2015**.
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 **July 17, 2015**.
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 OEB 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.

Any questions relating to this letter or your application should be directed to George Dimitropoulos, Advisor, Licensing and Performance Reporting at +1 (416) 544-5152 or George.Dimitropoulos@ontarioenergyboard.ca

All correspondence to the OEB regarding this matter must quote file number EB-2015-0202 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 JULY 17, 2015 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.