



Barbara Farmer
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July 24, 2015

Kirsten Walli
Board Secretary
Ontario Energy Board
P.O. Box 2319
27th Floor
2300 Yonge Street
Toronto, ON M4P 1E4

**RE: Application for Electricity Retailer Licence – Letter of Direction,
Board File Number EB-2015-0202**

Dear Ms. Walli,

Direct Energy Marketing Limited (“DEML”) received a notice from a representative of your office, George Dimitropoulos, on July 23, 2015, indicating that DEML had failed to respond to the Ontario Energy Board’s (“OEB”) July 10th Notice of Application e-mail, which included a Letter of Direction to DEML.

We sincerely apologize for any perceived lack of response on our part and want to take this opportunity to convey that we reviewed all of the e-mail’s received around that time and found that the original message sent by the OEB was received; however, it was interpreted to be “junk mail” by our e-mail system. Therefore, the Notice of Application, and the associated Letter of Direction, were not seen or reviewed by DEML until we were notified by Mr. Dimitropoulos.

We have taken immediate steps to comply with the OEB’s Letter of Direction and respectfully submit the following items as evidence of our compliance:

1. The English and French versions of the Notice of Application and Hearing have been posted on the Ontario pages of Direct Energy websites as of July 23, 2015.
2. A copy of DEML’s renewal application, all associated evidence and amendments thereto, are now available for public review at the following office:
 - 12 Greenway Plaza, Suite 250, Houston, Texas
3. Enclosed are copies of the website pages on which the Notice of Application and Hearing have been posted.
4. Attached are links to the web pages on which the Notice of Application and Hearing have been posted:
 - <https://www.directenergy.com/ontario>
 - <https://www.business.directenergy.com/canada>
 - <https://www.business.directenergy.com/privacy-and-legal>

5. A copy of DEML's application for renewal, all associated evidence and amendments thereto, are available to anyone requesting the material.

Finally, DEML is working to prevent the misclassification of inbound emails in the future. DEML again apologizes for delays in providing response to the Letter of Direction and hopes that our expeditious response and actions since receiving Mr. Dimitropoulos' message is indicative of our commitment to comply with the OEB's request. Should you have any questions or need additional information, please do not hesitate to contact me.

Best Regards,

Barbara Farmer
Compliance Analyst
Direct Energy

Enclosure:

