



**BY E-MAIL**

September 23, 2024

Marc Belanger  
General Manager & President  
Geoffrey Sutton  
Chief Financial Officer  
Northern Ontario Wires Inc.  
153 6<sup>th</sup> Avenue  
Cochrane, ON P0L 1C0  
[marc.belanger@nowinc.ca](mailto:marc.belanger@nowinc.ca)  
[geoffs@nowinc.ca](mailto:geoffs@nowinc.ca)

**LETTER OF DIRECTION**

Dear Marc Belanger and Geoffrey Sutton:

**Re: Northern Ontario Wires Inc. (Northern Ontario Wires)  
2025 Cost of Service Application  
Ontario Energy Board File Number: EB-2024-0046**

The Ontario Energy Board (OEB) has now issued its Notice of Hearing for Northern Ontario Wires's application for 2025 Cost of Service Application (Notice). The Notice will be published by the OEB in both online and hard copy newspapers, in accordance with directions to the OEB's media agent which were copied to you. Please note that you must comply with the directions in paragraphs 1 to 4 below prior to **September 27, 2024**, which is the publication date of the newspaper in which the Notice will appear last. If you are unable to comply with the directions within this timeframe, you must inform the Registrar immediately at [registrar@oeb.ca](mailto:registrar@oeb.ca).

You are directed:

1. To post the enclosed Notices, the application and evidence, and any amendments thereto, on Northern Ontario Wires's website.
2. To arrange for the service of the enclosed Notices, the application and evidence directly on all intervenors in Northern Ontario Wires's past cost of service proceeding, EB-2016-0096.
3. To arrange for service of the enclosed English and French versions of the Notices on customers for whom Northern Ontario Wires has an email address and the appropriate permissions to use the email address to send utility or regulatory information, together with the following email message:

“Northern Ontario Wires Inc. has applied to the Ontario Energy Board to change our electricity distribution rates. Please review the Ontario Energy Board’s Notice of Hearing to learn more and to find out how you can participate in the Ontario Energy Board’s hearing.”

« Northern Ontario Wires Inc. avons déposé une requête auprès de la Commission de l’énergie de l’Ontario afin de modifier nos tarifs de distribution de l’électricité. Veuillez lire l’avis d’audience ci-joint pour vous mieux renseigné et pour savoir comment participer au processus d’audience du tribunal. »

The email must include the words “Notice of Hearing / l’avis d’audience” within the email subject line and provide a link to the Notices as posted on Northern Ontario Wires’s website posted in accordance with paragraph 1.

4. To post the following message if Northern Ontario Wires has an X (formerly Twitter), LinkedIn, Facebook, and/or Instagram account:
  - a) “We have applied to the Ontario Energy Board to change electricity distribution rates. Learn more. Have your say.”
  - b) « Nous avons déposé une requête auprès de @OntEnergyBoard afin de modifier nos tarifs de distribution de l’électricité. Soyez mieux renseigné. Donnez votre opinion. »

The post(s) is required to include the Bigbox ad and to provide a link to the Notices as posted on Northern Ontario Wires’s website in accordance with paragraph 1.

5. To provide a copy of the Notices, the application and evidence, and any amendments thereto, to anyone requesting the material.
6. To file with the OEB an affidavit confirming that the steps set out in paragraphs 1 through 4 have been completed.

You are further directed not to include any documents or materials when serving or publishing the Notices other than documents or materials expressly required by this letter of direction.

Yours truly,

Nancy Marconi  
Registrar

Enclosed:

- Notices
- Bigbox ads
- Media estimate

cc: Michael Buonaguro, [mrb@mrb-law.com](mailto:mrb@mrb-law.com)