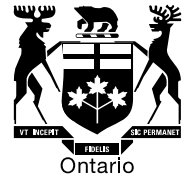


**Ontario Energy
Board**

P.O. Box 2319
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Toronto ON M4P 1E4
Telephone: 416- 481-1967
Facsimile: 416- 440-7656
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**Commission de l'énergie
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BY E-MAIL

December 31, 2008

Joanne Mascioli
Compliance Coordinator
Direct Energy Marketing Inc.
2225 Sheppard Avenue East
Atria III
Toronto ON M2J 5C2

Dear Ms. Mascioli:

**Re: Application for Electricity Wholesaler Licence
Board File Number EB-2008-0418**

This letter acknowledges receipt of your application for an electricity wholesaler licence. The Board has assigned File Number EB-2008-0418 to this matter. Please refer to this number in all future correspondence to the Board regarding this matter.

Your application is currently incomplete and cannot be processed until the following has been filed:

1. Section C7 - The Financial Information section of the application form requires the applicant to provide information that indicates the applicant's financial state of affairs, i.e. the information provided should relate to the applicant, Direct Energy Marketing Inc., rather than the parent company, Centrica plc. If the applicant's financial statements are unavailable please provide one or more of the following additional information:
 - a written guarantee from the parent company; **or**
 - a letter of reference from the applicant's bank.
2. The notice and consent form has not been signed by the key individual William Cronin. Please return the notice and consent form with the signature of the key individual included.

The Board will resume processing your application once the above information has been filed. If the above information is not filed within 30 days of the date of this letter, the Board may close the file for this application.

Upon receipt of the required information the Board will issue an acknowledgement letter indicating the expected date on which a decision and/or order may be rendered.

Please file two paper copies of the additional material and an electronic version in Word and in searchable Adobe Acrobat (if available) with the Board Secretary. Electronic copies may be submitted on diskette or by e-mail to boardsec@oeb.gov.on.ca.

Please direct any questions relating to this application to George Dimitropoulos, Analyst, Market Operations, Licensing at (416) 544-5152 or e-mail, George.Dimitropoulos@oeb.gov.on.ca.

Yours truly,

Original signed by

John Pickernell
Assistant Board Secretary