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July 29, 2009

Market Surveillance Administrator  
Suite 500, 400 - 5th Avenue SW  
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via email to: stakeholderconsultation@albertamsa.ca

**Re: ENMAX Comments on Publication of Retail Market Statistics**

ENMAX Corporation respectfully submits the following in response to the MSA's request for feedback on the MSA Strawdog Draft comments and formal MSA response of July 14, 2009 entitled "Publication of Retail Market Statistics."

1. The MSA should ensure that the method of reporting statistics does not indirectly disclose information that it has proposed not to provide. Presentation of graphics and references within a Retail Activity report should not identify the retail participants in defined market sectors by inference, by consistent use of color, or other identifying characteristic.
2. The market segments referred to should remain as currently defined:
  - Residential (RRO eligible)
  - Small commercial & industrial, (RRO eligible)
  - Large customers (Not RRO eligible)
3. ENMAX encourages the MSA to provide the "size" of defined market segments by number of sites and by load (expressed in MW and MWh).

Thank you for the opportunity to provide comments on this subject. Please direct any comments or questions on ENMAX's submissions to the undersigned.

Sincerely,

<original signed by>

R. V. (Randy) Stubbings, P.Eng.  
Director, Regulatory Policy