



July 30, 2009

Market Surveillance Administrator
500 – 400 5 Avenue SW
Calgary AB T2P 0L6

**Attention: Mike Nozdryn-Plotnicki
Manager, Market Monitoring**

Re: Publication of Retail Market Statistics

Direct Energy (DE) welcomes the opportunity to comment on the Market Surveillance Administrator's (MSA) proposed changes to the retail market statistics. DE has reviewed the proposal and supports the provision of the sizes of the market segments and the regional distribution of various retail market statistics. We are also pleased that stakeholder concerns have been considered and the MSA is not proceeding with the naming of retail firms and their associated market shares by segment or region.

Direct Energy is appreciative of the effort put forth by the MSA and looks forward to the implementation of the proposed retail market statistics. If you have any questions or concerns, please contact Chad Painchaud, Manager, Compliance, Government & Regulatory Affairs at 403-290-6944.

Yours truly,

[original signed by Chad Painchaud]

Chad Painchaud
Manager, Compliance,
Western Canada
Government & Regulatory Affairs
Direct Energy Marketing Limited

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Managed by Direct Energy Marketing Limited*