



NOTICE TO MARKET PARTICIPANTS AND STAKEHOLDERS

Date: June 12, 2014

Re: Retail State of the Market Report – Advisory Group

The MSA has commenced work on a retail electricity and natural gas state of the market report. The report will be focused on the competitive—not regulated—small consumer market segment.

Advisory group

The starting point will be to form and seek advice from stakeholders on the framework for analysis. The advisory group is intended to provide advice and ensure the data and analysis on which the report will be based is objective and useful. The final report will be a MSA document, but feedback from interested parties will be very much welcomed.

The advisory group will consist of one individual from each of the major constituencies and agencies that shape the Alberta market, including:

- Alberta Department of Energy
- Small consumer representative
- Retailer representatives, to include at least one electricity retailer, one natural gas retailer, and one boutique retailer
- Generator representative

The MSA will consider including other participants who can clearly articulate how they would add value to this process. We are looking for individuals with sound knowledge of the retail market and the ability to see beyond their constituency interests in support of Alberta's vision of a fair, efficient, and openly competitive electricity market.

Participation in the advisory group will require some commitment of time. The first advisory group meeting will tentatively be held at **10:00 a.m. on Thursday, June 26, 2014** at the MSA's office. It is anticipated that several subsequent meetings will be held in July and August. Continuity is important; substitute or alternate members will be discouraged.

Individuals wishing to participate in the advisory group should contact the MSA at stakeholderconsultation@albertamsa.ca by **Friday, June 20, 2014**. Individuals should clearly indicate which constituency they would represent and how they would add value to this process.

We appreciate your participation in these matters.

Yours truly,

/s/ Derek Olmstead

Economist