



NOTICE TO MARKET PARTICIPANTS AND STAKEHOLDERS

Date: July 29, 2014

Re: MSA Staff Appointments

I am pleased to announce the following appointments. Effective immediately:

- Matt Ayres becomes Deputy Administrator,
- Peter Lomas becomes Wholesale Market Coordinator, and
- Derek Olmstead becomes Retail Market Coordinator.

Matt has been with the MSA for over nine years during which time his drive and intelligence made him a leader in the organization and well known to many stakeholders. Matt continues as the MSA's Chief Economist. Among other credentials he is an Adjunct Professor in the University of Calgary's Economics Department and teaches the Electricity Markets course.

Peter and Derek are more recent recruits to the MSA but have made impressive contributions in their time with the agency. They assume responsibility for leading the monitoring and assessment of issues in the wholesale and retail market space with the assistance of the rest of the MSA team as required.

These appointments signal continuity in the approach to issues within the MSA and starting to pass the baton to talented, younger members of the team.

/s/ Harry Chandler

Administrator