

LDC COALITION INTERROGATORY #9

INTERROGATORY

Reference: Evidence of Wirebury Connections Inc., August 7, 2003, Paragraph 32:

"Wirebury notes that there are parties in this proceeding that also support the full extension of distribution competition, rather than selectively limiting competition to border disputes or new customers only. Wirebury contends that where competition can provide benefits, all customers should have an opportunity to choose which distributor should provide their electricity services."

Does Wirebury intend to market its services to, and serve only new customers or does it intend to market its services to, and serve existing customers of incumbent distributors?

RESPONSE

Wirebury is targeting new customers, i.e. customers or end-use consumers who are not currently connected to or metered by an incumbent distributor. Wirebury's service to these new customers will be provided through embedded distribution connections to the incumbent's system in green field and brown field developments or in buildings that are currently not or will not be individually metered. Wirebury has no plans to market its services to existing customers of the incumbent LDCs and will only respond to requests for service from existing customers if required to do so under Section 28 of the Electricity Act or as a condition of its license.

Given that Wirebury's target markets are unserved areas and unmetered units in buildings, Wirebury expects very minimal interaction with existing customers. Wirebury has no plans to "cherry-pick" existing customers of incumbent LDCs as it does not believe this would be economically viable if currently serviced customers are required to pay all of the switching costs, including any stranded asset costs, associated with a change of distributor.

