



**EB-2009-0117**

**IN THE MATTER OF** the *Ontario Energy Board Act, 1998*,  
S.O. 1998, c. 15, (Schedule B);

**AND IN THE MATTER OF** a Notice of Intention to Make an  
Order for an Administrative Penalty against Direct Energy  
Marketing Limited.

### **ORDER**

**Whereas**, pursuant to section 112.5 of the *Ontario Energy Board Act, 1998* (the "Act"), the Board issued a Notice of Intention to Make an Order for the payment of an Administrative Penalty (the "Notice") against Direct Energy Marketing Limited ("DE") on April 23, 2009;

**And whereas**, DE was informed that it had fifteen days after receiving the Notice to give notice to the Board requiring the Board to hold a hearing and DE has decided not to request a hearing;

**And whereas**, DE has agreed to pay the penalty in the amount of \$15,000;

**NOW THEREFORE THE BOARD ORDERS THAT**, pursuant to section 112.5 of the Act and being satisfied that DE contravened an enforceable provision of the Act, DE will pay an administrative penalty in the amount of \$15,000 by cheque payable to the Ontario Energy Board.

**DATED** at Toronto, May 5, 2009.

*Original signed by*

Kirsten Walli  
Board Secretary