



NOTICE TO MARKET PARTICIPANTS AND STAKEHOLDERS

Date: October 31, 2013

Re: Retail Market Statistics

Commencing October 31, 2013, the MSA will publish a file containing summary data on retail market statistics on its website at www.albertamsa.ca under the Retail Statistics tab. The data is in monthly format and will be updated as and when we receive data from the Load Settlement Agents.

Currently the Alberta Department of Energy posts a similar data series on its website at <http://www.energy.gov.ab.ca/Electricity/1570.asp> and it is expected that this will shortly cease.

On a less regular basis, we plan to publish other retail market statistics that we are able to derive from this data as well as some statistics which we will need to collect from retailers rather than the Load Settlement Agents.

If you have any comments or suggestions, please contact the undersigned at 403-705-8503 or mike.nozdryn-plotnicki@albertamsa.ca.

Yours truly,

“Original Signed”

Market Surveillance Administrator

Per: Mike Nozdryn-Plotnicki
Senior Advisor

