



NOTICE TO MARKET PARTICIPANTS AND STAKEHOLDERS

Date: May 25, 2012

Re: Generation Investment Survey - Stakeholder Consultation & Request for Comments

BACKGROUND

On April 23, 2012 the MSA posted a RFP on its website seeking a consultant to assist the MSA in assessing the climate for Generation Investment in Alberta. The MSA has identified dynamic efficiency, that is, new investment in electricity generation as a key performance indicator for the Alberta market. One perspective on this is to understand investor perceptions on the relative attractiveness of Alberta as a venue to build or acquire electricity generation facilities.

CONSULTANT CHOSEN

Based on responses to the RFP the MSA has selected Morrison Park Advisors, <http://www.morrisonpark.ca/>, to conduct the work. The results of their work will be summarized in a published report. The MSA expects that it will be in a position to present the report to stakeholders in late July 2012.

Richard Penn