



NOTICE TO MARKET PARTICIPANTS AND STAKEHOLDERS

Date: June 11, 2012

Re: Market Share Offer Control 2012

In accordance with Section 5 of the Fair, Efficient and Open Competition Regulation the MSA must, at least annually, publish certain metrics relating to market share offer control. The [2012 assessment](#) is based on market share offer control submissions as of March 27, 2012. The MSA had previously indicated that the 2012 assessment would be combined with some other work evaluating the efficiency of market concentration metrics (see Notice dated [March 7, 2012](#)) but as that work is continuing we have published the market share offer control assessment as a standalone report.

The next annual assessment of market share offer control is planned for May – June 2013. The MSA may provide an updated assessment mid-year should offer control change significantly. We appreciate market participants' assistance in these matters.

Regards,

/s/ Matt Ayres

Chief Economist