



## NOTICE TO MARKET PARTICIPANTS AND STAKEHOLDERS

Date: June 24, 2011

Re: Market Share Offer Control 2011

Section 5 of the Fair, Efficient and Open Competition Regulation requires that the MSA publish, at least annually, certain metrics relating to market share offer control. To that end the MSA developed through stakeholder consultation a process, Market Share Process, to collect the data required to perform the necessary calculations. The MSA issued an information request on May 4, 2011 and based on the submissions received has calculated the market share of offer control as of April 21, 2011. The calculations and supporting information are included in the attached

<http://albertamsa.ca/uploads/pdf/Reports/Reports/2011/Market%20Share%20Offer%20Control%20Report%20062411.pdf>.

The next annual assessment is planned for May – June 2012. The MSA may provide an updated assessment Mid-Year should offer control change significantly.

We appreciate market participants' assistance in these matters. Any questions should be directed to the undersigned (matt.ayres@albertamsa.ca, 403-705-3182).

Yours truly,

*/s/ Matt Ayres*

Chief Economist