

EMBEDDED INDUSTRIAL CONSUMERS

Comments from John Williams as follows:

- 1) Support for the strategy presented. Do not be shy about the IESO's excellent reputation and the IESO taking a firmer stand/leadership role on issues.
- 2) Supports all of the initiatives identified. The priority is on transparency in pricing and sending clear price signals to the marketplace (including more information to Industrial users) and the clarity on the Global Adjustment for all users (Coincident Peak Model). This is in the "Market Road Map" initiative, must get results before the 4th quarter of 2011.
- 3) Spend on resources now or will be spending more later to "clean up" the issues. Do support increase in fees if necessary.