



NOTICE TO MARKET PARTICIPANTS AND STAKEHOLDERS

Date: June 28, 2012

Re: Discussion of MSA State of Market Framework

Attached is a document sets out the scope and framework of the MSA's state of the market report. It provides the basis of discussion for the stakeholder meeting scheduled [July 3, 2012](#).

At the meeting the MSA will present:

- The context for the state of the market report
- Process for the report and how stakeholders can be involved
- Expected timeline
- More detailed discussion of the framework

There will not be a presentation of the [Directions Paper](#). Attendees are expected to have read the paper and identified areas they would like to discuss. The MSA would like feedback at the meeting on:

- Is the Structure – Conduct – Performance framework a good way to organize the relevant information, or is there an alternative analytic framework you would propose?
- Are there any major areas influencing competition and efficiency that are not included in the outline?
- Are some metrics in the existing outline more important than others? In other words, are there some that could be dropped without major damage to the assessment of competition and efficiency? Which are they?

Given the size of the meeting we do not see it as practical to engage in detailed debate of the merits of a particular metric in a particular area. Stakeholders wishing to provide such detailed feedback (for example: price volatility should be examined using metric X because of reason Y) can be sent to stakeholderconsultation@albertamsa.ca or contact matt.ayres@albertamsa.ca.

We appreciate your participation in these matters.

Regards,

/s/ Harry Chandler

Harry Chandler