



LETTER NO. L-39-10

ERICA M. HAMILTON
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VIA EMAIL

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April 29, 2010

Mr. Tom Loski
Chief Regulatory Officer
Terasen Gas Inc.
16705 Fraser Highway
Surrey, BC V4N 0E8

Dear Mr. Loski:

Re: Terasen Gas Inc.
Customer Choice Program – 2010 Advertising Review
Commission Order - A-3-10

By letter dated April 21, 2010 Terasen Gas Inc. (Terasen Gas) submitted the 2010 advertising campaign for the Customer Choice Program and indicated it had responded to Order A-3-10, Directive 4.9. Terasen Gas developed the campaign by including comments from Gas Marketers and incorporating this information into the various components of advertising promotion. The result is a marketing promotion that includes a newspaper wrap/insert, newspaper advertisement and bill inserts. The one new addition is the inclusion of the rate comparison advertisements which will be placed in community newspapers and updated on a monthly basis.

The Commission has reviewed the 2010 advertising elements that Terasen Gas has designed for the Customer Choice Program and finds them acceptable.

Yours truly,

Original signed by:

for: Erica M. Hamilton

RB/ac

cc: Registered Interveners/Interested Parties
Natural Gas Marketers
(TGI-2009CustomerCh)(NGM)