



## **For Immediate Release**

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### **Momentis launches energy service in Illinois**

DALLAS, TEXAS, Friday, September 17, 2010 – Momentis, a wholly-owned subsidiary of leading North American energy services company Just Energy, announced today it is expanding its services into Illinois. The announcement follows Momentis' entry into the New York, Ohio and Ontario, Canada markets.

Natural gas customers who reside in Peoples Gas, Northshore Gas and Nicor service areas will have the option to switch their natural gas service to Just Energy.

"Illinois is an important new market for us," said Momentis President and CEO Chris Domhoff. "As the weather cools and consumers begin to think about how to best use their energy dollars, we feel strongly that our product will be well-received. "

Momentis' business model is built on a network of Independent Representatives who market the company's products to friends, colleagues and family members. As the network grows, so does volume. Independent Representatives primarily will market Momentis' primary product, long-term, fixed-price energy contracts that protect customers from price volatility. Additionally, Momentis will provide through its Independent Representatives environmentally friendly, green energy options that give consumers an opportunity to reduce or offset their carbon footprint.

For more information on becoming a customer or joining the Momentis team, visit [Momentis.net](http://Momentis.net) or call 214-692-2500.

### **About Momentis by Just Energy**

Momentis is a Dallas/Toronto-based marketing subsidiary of Just Energy, providing electric and natural gas services in deregulated markets across North America, currently including Ontario and New York, with more jurisdictions coming soon.

### **About Just Energy**

Just Energy is one of North America's leading electricity and natural gas retailers with offices in Canada and the U.S. Through its affiliates under its parent, Just Energy Income Fund, a publicly traded Income Trust (TSX: JE.UN), Just Energy provides over 1.6 million residential, small to mid-sized commercial and small industrial customers with the peace of mind that comes from knowing that they are protected from energy price volatility. In addition, through its



subsidiary National Home Services, Just Energy sells and rents high efficiency and tankless water heaters, and through its subsidiary TerraGrain Fuels, produces and sells wheat-based ethanol. Just Energy is poised to become an industry leader in providing environmentally responsible energy supply solutions to consumers across North America. Visit Just Energy at [www.justenergy.com](http://www.justenergy.com)