



For Immediate Release

Momentis to offer energy services in U.S.

Energy services provider launches services in New York, first U.S. market

DALLAS, TEXAS (August 12, 2010) – Momentis, a wholly-owned subsidiary of Just Energy, a leading North American Energy Services Company, announced today it is expanding its services into New York state. The move makes Momentis the first energy network marketing company to sell both natural gas and electricity to consumers in Canada and the U.S. and the only such company backed by a large, diversified energy services provider, Just Energy.

“Over the last several years and in many ways, we have seen how isolated incidents can impact the price of energy,” said Momentis President and CEO Chris Domhoff. “The energy decisions consumers make increasingly are becoming important ones. Because trusted sources such as family members, friends and colleagues of consumers are helping to inform those energy decisions, we feel our product will be well received across the state of New York.”

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.

With a market of more than 6 million electric and 4.5 million natural gas customers, Domhoff believes ample opportunities exist for recruiting Independent Representatives and securing new customers. Momentis’ Independent Representatives will work with customers interested in switching suppliers in the Con Edison, National Grid and National Fuel Gas market areas.

For more information on becoming a customer or **joining the Momentis team**, visit **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 EnergyIncome 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



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