



## **For Immediate Release**

### **Momentis expands energy service offerings in U.S.**

Company to launch services in Ohio in September

DALLAS, TEXAS (August 16, 2010) – Momentis, a wholly-owned subsidiary of leading North American energy services company Just Energy, announced today it is expanding its services into Ohio. This move follows closely behind Momentis' recent expansion into New York state and further solidifies it as a leading energy network marketing company selling natural gas and electricity to consumers in North America.

"Our product is about giving consumers peace of mind about their energy decisions. We are finding that many consumers are responding to our product and, as a result, allowing us to expand to new markets," said Momentis President and CEO Chris Domhoff. "Ohio is an important market for us given its large base of natural gas consumers."

Momentis' business is reliant on its network of independent contractors called Independent Representatives who market the company's products to friends, colleagues and family members. Momentis' principal product is long-term, fixed-price energy contracts that protect customers from price volatility. Additionally, the company provides environmentally friendly, green energy options that give consumers an opportunity to reduce or offset their carbon footprint.

"We are excited to open our doors in Ohio and provide energy consumers with additional choices. We also are excited to work with enterprising, business-minded people who want to launch their own successful energy business," Domhoff said, a native of Toledo.

Momentis estimates the market size of Ohio to be more than 1.5 million natural gas customers. Momentis' Independent Representatives will work with customers interested in switching suppliers in the Dominion East Ohio and Columbia Gas of Ohio market areas across Ohio.

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, New York and Ohio, 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)

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