

**For Immediate Release**

**JUST ENERGY PROVIDES WARMTH TO FAMILIES IN NEED**

**Southfield, MI, January 11, 2010** – Just Energy will help many local families stay warm during Michigan's harsh winter thanks to a \$10,000 donation provided to The Salvation Army and The Heat and Warmth Fund (THAW). Each organization received \$5,000 under Just Energy's "Fund for Warmth" mission, a program that supports local residents needing energy bill payment assistance as the unpredictable winter approaches.

"It's that time of year to support families as they emerge from economic downturns and encounter challenges of maintaining a warm shelter," said Ken Hartwick, Just Energy President and CEO. "We feel extremely privileged in continuing our Fund for Warmth program as it makes a difference in the lives of many Michigan families across the state."

THAW fund is a non-profit agency dedicated to providing individuals or families throughout Michigan with emergency energy assistance. They're committed to addressing and advocating to low-to-moderate income individuals or families in danger of losing basic heat or lights. More than 11,000 households during 2008 to 2009 obtained support from THAW fund, enabling them to stay warm and safe.

"We can't thank Just Energy enough for their generous donation which will assist individuals and families in a temporary crisis with their utility bill. Every donation toward our cause is invaluable," said Alfreda Baker, fund development director of THAW.

The Salvation Army is a non-profit faith-based movement, focused on helping families in times of trial. It is now at work in 113 countries and benefits more than 20 million people each year. The Salvation Army offer families assistance to meet their immediate needs.

"Just Energy's remarkable donation will keep local families cozy through the cold winter. It is the mission of The Salvation Army to meet the basic needs of people and companies like Just Energy continue to make it possible," said Stanley Spyker, business manager of the Salvation Army, "Their support will help families in need overcome difficult times and provide them peace of mind."

**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 1.7 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 National Home Services, Just Energy sells and rents high efficiency and tankless water heaters, and through its subsidiary Terra Grain 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. To learn more about Just Energy please visit [www.justenergy.com](http://www.justenergy.com).

**MEDIA CONTACT**

Gord Potter

Executive Vice President, Regulatory and Legal Affairs

Tel: 905.795.4214

1.888.590.9753

[gpotter@justenergy.com](mailto:gpotter@justenergy.com)