

For Immediate Release

Just Energy Extends TruCa\$h® Membership Benefits to Ontario Energy Consumers

July 21, 2009, Mississauga, Ontario – Just Energy, one of North America's leading energy retailers and provider of the popular Green Energy Option, has signed a 3 year agreement with worldwide loyalty provider DCR Strategies Inc. to provide Just Energy's Ontario based customers with a new Just Energy Prepaid MasterCard, or TruCa\$h® card.

As a thank you for choosing Just Energy as their natural gas or electricity commodity supplier, all new Ontario based residential customers will receive the new Just Energy Prepaid MasterCard when they sign a commodity supply agreement with Just Energy. With this card, customers will enjoy special offers available only to cardholders and will earn rewards points when shopping at any of the 1,000 plus on-line or in store merchants in the TruCa\$h network. These loyalty points can also be converted into cash that can be withdrawn at any ATM. As with any other MasterCard, the new Just Energy Prepaid MasterCard will be accepted at any of the millions of locations worldwide that accept MasterCard.

"We are very pleased to be able to offer this value-added loyalty program to our Ontario based residential customers," said Ken Hartwick, CEO and President of Just Energy. "Not only does it allow us to provide enhanced benefits to our customers at the time of signing, it also provides us with a platform for strengthening our relationship with these customers over time through the presentation of additional value added products and services."

About Just Energy:

Just Energy is one of North America's leading independent energy retailers and an affiliate of Just Energy Income Fund, a publicly traded trust listed on the Toronto Stock Exchange (TSX: JE.UN). Just Energy provides over one 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.

About DCR Strategies Inc.:

DCR Strategies designs cutting edge loyalty and co-branded prepaid solutions for top corporations in various industries. They are a world renowned leader in prepaid programs such as incentive based gift cards, debit cards, retail gift cards, payroll products and government solutions, plus state of the art loyalty programs.

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