5251 Westheimer Rd., Suite 1000
Houston, Texas 77056

T 713.850.6790
F 713.850.6796

JUST ENERGY TO ENSURE SUPER BOWL XLV IS THE GREENEST EVER

For Immediate Release

Dallas, Texas, January 27, 2011 – A Green Energy program created by Just Energy, the largest competitive green energy retailer in North America, the National Football League and the North Texas Super Bowl XLV Host Committee will ensure the 2011 Super Bowl will be the greenest NFL championship on record.

Just Energy has committed to offset all direct and indirect carbon emissions associated with power generation at major Super Bowl XLV venues. This includes energy consumed at Cowboys Stadium for the entire month leading up to Super Bowl XLV, electricity used at NFL Super Bowl headquarters, the Super Bowl Media Center, the AFC and NFC team hotels, and the electricity used at the NFL Experience Football Theme Park – the largest public event at Super Bowl.

"We're thrilled to be chosen by the NFL to play a key role in the 'greening' of the world's most significant annual sports championship," said Ken Hartwick, Chief Executive Officer of Just Energy. "Every day we see more organizations and more people becoming greener in their habits. We see this as a powerful opportunity to join the NFL and lead by example before a global audience."

Under an agreement between the National Football League and Just Energy, Just Energy will purchase renewable energy certificates (REC) on behalf of Super Bowl XLV, ensuring that for every megawatt of electricity used to power the event facilities, both directly and indirectly, one megawatt of renewable energy will be generated.

The electricity purchased in connection with Super Bowl XLV will be generated by the Sweetwater Wind Farm located in Sweetwater, Texas, 228 miles west of Dallas. Just Energy ensures that the green energy products purchased and sold meet the highest standards of quality, are local and are certified.

"The National Football League has been committed to incorporating environmental principles into the management of Super Bowl for 17 years," said Jack Groh, Director of the National Football League Environmental Program. "Each year we try to reach further in our effort to address the environmental impact of our activities. Working with Just Energy this year has allowed us to expand the renewable energy project at Super Bowl to more venues for a longer period of time than ever before in the history of Super Bowl."

In addition to its role at Super Bowl, Just Energy has also provided renewable energy certificates to green the electricity used by Aloha Stadium, host site of the NFL Pro Bowl All Star game taking place in Hawaii on January 30, one week before Super Bowl. Just Energy has also provided support for another NFL Environmental project at Super Bowl. The company has helped underwrite an initiative called *Super Grow XLV* that has planted more than 6,000 trees throughout North Texas to help offset the impact of Super Bowl events and to leave a permanent green legacy in North Texas.

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 Group Inc (TSX: JE), Just Energy provides over 1.8 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.

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MEDIA CONTACTS

Eric Herman
Media Relations
312-596-3628
Eric.Herman@bm.com