For Immediate Release

Just Energy and Tim Horton Children's Foundation partner to give kids a chance to HIGH FIVE THE RAPTORS!

MISSISSAUGA, ONTARIO, November 17, 2009 – Just Energy (JE.UN), one of North America's leading energy retailers, is proud to partner with Tim Horton Children's Foundation to provide local youth with the opportunity to High Five the NBA's Toronto Raptors as players enter the Air Canada Centre court moments before game tip off.

"Just Energy is very pleased to participate in this initiative with the Tim Horton Children's Foundation. This unique and exciting opportunity gives youth in our community a chance to get up close to some of their biggest sports heroes" said Ken Hartwick, President and Chief Executive Officer of Just Energy.

The company recently signed a multi-year agreement with Maple Leaf Sports & Entertainment to become an official corporate partner of the NHL's Toronto Maple Leafs, the NBA's Toronto Raptors, the American Hockey League's Toronto Marlies and Major League Soccer's Toronto FC. The partnership provides Just Energy with exclusive rights for special events, such as the High Five the Raptors initiative.

The Tim Horton Children's Foundation is a non-profit charitable organization that provides a fun-filled camp environment for children from economically disadvantaged homes. Throughout the year, thousands of children are given the opportunity to attend camp designed to help them develop positive life skills, confidence and pride in their accomplishments. This year the Foundation will serve close to 14,000 children from economically disadvantaged homes.

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 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. Visit Just Energy at www.justenergy.com

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