

For Immediate Release

JUST ENERGY HELPS THE MUSTARD SEED EDMONTON DEVELOP STRONGER SUPPORT PROGRAMS

Edmonton, Alberta, March 18, 2010: Just Energy, a leading natural gas supplier, today announced that it has donated another \$10,000 to The Mustard Seed Edmonton, an inner city support agency. The funds will help cover utility cost payments as the organization develops strong support programs for community members in search of assistance.

"Just Energy is committed to being active in the communities where we operate by supporting local charities," said Ken Hartwick, President and CEO of Just Energy. "We're always inspired to contribute and make a difference on a local level and this donation will do just that as it provides the essentials to the people who rely on The Mustard Seed Edmonton."

Previous donations of Just Energy helped The Mustard Seed Edmonton buy, install and operate a higher-efficiency boiler in the organization's 100 year old building. These donations are part of Just Energy's Fund for Warmth program, which supports community-based initiatives that help those in need of assistance.

"Our partnership with Just Energy will help to provide support programs that directly impacts and changes the lives of people in need in Edmonton's inner city," said Sam Breakey, Executive Director of The Mustard Seed Edmonton. "It's a delight that we are able to continuously provide a safe and warm shelter through Just Energy's perpetual assistance."

There are many people who come to The Mustard Seed in search of food, clothing and a place of acceptance and hope. Donations like this will increasingly help support individuals and address poverty in greater Edmonton.

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 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.

About The Mustard Seed:

The Mustard Seed Edmonton has been dedicated to meeting the physical, emotional, social and spiritual needs of people in Edmonton's inner city since 1988. It seeks to address poverty in greater Edmonton through the building of a healthy community. www.mustard.ab.ca.

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