FOR IMMEDIATE RELEASE

Just Energy Recognized as One of the Achievers 50 Most Engaged Workplaces™ in Canada

Toronto, Ontario, August 27, 2012 - Just Energy today announces its recognition as one of the Achievers 50 Most Engaged Workplaces™ in Canada. This annual award recognizes top employers that display leadership and innovation towards building employee engagement.

"The Achievers 50 Most Engaged Workplaces™ understand these practices are not only good for employees but also the bottom line. Companies that focus on employee engagement tend to perform better financially, attract and retain the best talent and enjoy improved customer service and client retention," said Razor Suleman, Founder and Chairman of Achievers. "These companies serve as role models for other businesses to engage their own employees and build success."

Although a large company, Just Energy abides by a small business culture by instilling entrepreneurial values across its employee community. Despite the diversity of teams and business units, the company takes pride in the shared sense of purpose and collaboration. This is supported by a number of employee-centric initiatives including dedicated communications, education and skills-building programs, service recognition awards, annual opinion surveys, performance-based rewards, as well as a number of seasonal social events that promote engagement and foster a sense of family and community.

"We are thrilled to be recognized with this distinction, which corroborates the corporate values we live by" said Ken Hartwick, Just Energy's President & CEO. "We fully realize that our success as a business is directly influenced by the internal culture we foster. Our mission, vision and values not only inform our customer interactions, they guide our employee relations as well. As an organization, we are committed to providing an empowering and supportive workplace that facilitates personal growth and development. With this, we can credit our overall success to every one of our dedicated, engaged and enthusiastic employee partners."

Just Energy will be honoured alongside other recipients of the Achievers 50 Most Engaged Workplaces™ Award at a special Gala event on November 14, 2012 at the Arcadian Court in Toronto, Ontario.

About Achievers
The Achievers mission is to *Change the Way the World Works*. We are accomplishing this by helping companies around the world recognize and reward positive employee behaviors on a daily basis resulting in higher employee engagement and better business results. With our award-winning technology, unmatched customer service and industry-leading expertise we have powered the world's most successful rewards and recognition programs. Check us out on the web at www.achievers.com

About Just Energy Group Inc.
Established in 1997, Just Energy is primarily a competitive retailer of natural gas and electricity. With offices located across the United States, Canada and, commencing in July 2012, the United Kingdom, Just Energy serves close to 2 million residential and commercial customers through a wide range of energy programs and home comfort services, including fixed-price or price-protected energy program contracts, the rental of water heaters, furnaces and air conditioners and the installation of solar panels. The Company's JustGreen® products provide consumers with the ability to help them reduce the environmental impact of their everyday energy use. Just Energy is the parent to Amigo Energy, Commerce Energy, Hudson Energy, Hudson Energy Solar, National Home

Services, Momentis, Tara Energy and Terra Grain Fuels. Visit www.justenergy.com to learn more. Also, find us on Facebook and follow us on Twitter.

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Media Contacts:

Achievers
Allison Barrett, Public Relations Specialist
allisonb@achievers.com
888-622-3343 x3566
After Hours: 530-713-6655

Just Energy
Gord Potter, Executive Vice President, Regulatory and Legal Affairs
Tel: 905.795.4214
1.888.590.9753
gpotter@justenergy.com