

LEADING A GREENER, CARBON-FREE LIFESTYLE HAS NEVER BEEN SO EASY

JustGreen® Launches New Retail Website Dedicated to Carbon Offsetting and Slowing Global Warming

Toronto, Ontario: Tuesday, February 12, 2013: JustGreen is excited to announce the launch of their new website <u>justgreencommunity.com</u> dedicated to helping consumers reduce their energy-related environmental footprint through the purchase of carbon offsets across North America. The new e-commerce site is grounded in the key objectives to educate and empower everyone – from students, to families to businesses – to learn more about their impact on the planet and do their part for the environment to help slow global warming.

The *JustGreen Lifestyle* program offers three participation levels – Family, Metropolitan and Academic Memberships – each comprising a monthly membership plan tailored to accommodate diverse lifestyles. Every member benefits from a host of lifestyle savings while helping the environment at the same time.

"Since every one of us contributes to the release of harmful carbon emissions in our day to day activities, we believe that we all need to take personal responsibility for the environmental impact we have on the planet," says GP Manalac, JustGreen Executive VP. "JustGreen Lifestyle is our green energy initiative designed to help us all work towards a cleaner planet by pursuing renewable and sustainable energy solutions that support green projects across North America."

These projects include solar, hydro, wind power, and methane capture facilities. The goal is to increase consumer awareness of the amount of carbon pollution, which contributes to global warming and climate change, and promote an action plan, through carbon offsets, to help people reduce and even neutralize their personal and household carbon footprint. Through the program, participants have the option to allocate the carbon offsets to a green energy project that is meaningful to them.

What is a carbon footprint?

A 'carbon footprint' refers to the amount of carbon pollution created by an individual in a given period, usually measured in tonnes or pounds. The average person creates 48,488 pounds of carbon every year. That's equivalent to removing 110 trees or adding four more cars on the road during that same period.

On behalf of its customers, the company has invested over \$70 Million on green energy projects to date. This investment has helped to:

- offset over 1.7 billion pounds * of carbon emissions equivalent to taking 155,000 cars off the road for an entire year
- generate 3.3 million MWh * of renewable energy enough electricity to power over 293,000 homes for an entire year

The site also features information on JustGreen business partners, news releases, trends, new products, tips and much more.

About JustGreen Lifestyle

JustGreen Lifestyle, www.justgreencommunity.com, is Just Energy Group's green energy initiative that can help us all work towards a cleaner plant by pursuing renewable and sustainable energy solutions that support green projects across North America. The Company's JustGreen Lifestyle products provide consumers and businesses with the ability to help them reduce the environmental impact of their everyday energy use through carbon offsets and renewable energy credits.

About Just Energy Group Inc.

Established in 1997, Just Energy (TSX:JE)(NYSE:JE) is primarily a competitive retailer of natural gas and electricity. With offices located across the United States, Canada and now 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. Just Energy Group Inc. is the parent to Amigo Energy, Commerce Energy, Hudson Energy, Solar, National Home Services, Momentis, Tara Energy and Terra Grain Fuels.

Visit <u>www.justgreencommunity.com</u> to learn more. Also, find us on <u>Facebook</u> and follow us on <u>Twitter</u>.

*Based on Just Energy carbon offset and renewable energy customer usage and an average emission level of 10,582 lbs of CO2e per car, per year and 11,319 kWh per home, per year. Visit http://www.epa.gov/cleanenergy/energy-resources/refs.html for calculation information.

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