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JUST ENERGY PARTNERS WITH MICHIGAN'S HEAT AND WARMTH FUND (THAW)

Financial support to help thousands of residents secure a warm winter

Detroit, MI, November 11, 2013: Just Energy (NYSE:JE, TSX:JE), a leading competitive retailerof natural gas, electricity and green energy in North America, is proud to be a corporate partner in support of the Heat and Warmth Fund's *Week of Warmth* - November 9th through to the 19th. Serving Michigan's most vulnerable residents, THAW's goal is to raise and distribute more than $1 million in energy assistance to low-income individuals and families by the close of the week.

"As a company committed to enhancing the livelihood of the communities in which we operate, Just Energy strives, through corporate giving, to help charitable organizations secure the resources required to promote the health and well-being of people in need" said Ken Hartwick, Just Energy's President and CEO. "That's why we are glad to support local initiatives like THAW that work to improve the quality of life of vulnerable residents in local communities."

Last year alone, The Heat and Warmth Fund distributed over $14 million in energy assistance to 15,000 Michigan households with the help of corporate, individual and community partners. And since 1985, THAW has distributed more than $125 million in assistance to more than 175,000 Michigan households. Recipients of THAW support include the elderly, unemployed, underemployed and disabled individuals.

"The Week of Warmth collaboration between THAW, DTE Energy and sponsors like Just Energy will make a difference for many Michigan residents in need this winter," said Susan Sherer, CEO of THAW. "The support we receive from individuals and private funders extends our ability keep more families safe and warm."

The Week of Warmth events will include:

- A Neighborhood Energy Efficiency Day (November 9) offering home energy solutions and consultations to more than 120 homes
- A spiritual lifting gospel concert (November 9) featuring Four time Grammy winning Detroit native, Karen Clark Sheard
- A signature gala (November 14)at the historic Fillmore Theatre in Detroit that raises much needed funds for THAW
- The on-site distribution of $1 million of energy assistance (November 19)to Michigan residents in need during the Customer Assistance Day

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 company of Amigo Energy, Commerce Energy, Green Star Energy, Hudson Energy, Hudson Energy Solar, National Home Services,

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

About The Heat and Warmth Fund
The Heat and Warmth Fund (THAW) is a Detroit-based leading provider of utility assistance for Michigan residents in need. THAW is an independent non-profit 501(c)(3) agency that provides low-income individuals and families throughout Michigan with emergency energy financial assistance. Since 1985, THAW has distributed more than $125 million in assistance to over 175,000 Michigan households.

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Media Contact:

Just Energy
Al Shulman
Vice President, Marketing
Tel: 905.670.4440 x74469
ashulman@justenergy.com