



#### FOR IMMEDIATE RELEASE

#### TARA ENERGY INTRODUCES FIRST MOBILE APP FOR RESIDENTIAL ELECTRICITY CUSTOMERS

**Houston, Texas, March 26, 2014**: <u>Tara Energy</u>, a subsidiary of <u>Just Energy Group Inc.</u> (NYSE:JE, TSX:JE), is pleased to announce the launch of a new Tara Energy app for mobile devices running on Apple and Android operating systems.

Available for free through Google Play and Apple's iTunes store, the app provides customers with a suite of account management services that include the ability to:

- pay bills with their credit card;
- view bill, account and payment information to monitor usage and view their account profile;
- set up recurring auto payments to avoid late fees;
- receive alerts and notifications days before payment is due and when their payments are received, and more!

"Completely designed and developed in-house, the new app takes us to the next level in the delivery of customer-centric service" says Mohsin Khoja, Senior Vice President and General Managerof Tara Energy. "We're extremely proud of this milestone as it provides our customers with a modern, powerful self-serve capability to manage their account activities on the go, at their convenience."

The Tara Energy mobile app, complete with its comprehensive customer protection measures, positions Tara Energy among the top-tier service providers in Texas. So far, the app has been launched for Tara Energy residential customers with plans in place to replicate it for the Amigo Energy and Just Energy brands as well.

### **About Tara Energy:**

Tara Energy is a leading Retail Electric Provider in Texas serving both residential and commercial customers. Founded in 2002, the Houston-based company is also one of the leading affinity-based marketers in the state. Partnering with numerous trade associations that represent over 1.5 million affinity members, Tara combines superior value with a commitment to personalized customer service. By putting its customers first, the company enjoys consistently high levels of retention and satisfaction. Tara Energy is a subsidiary of Just Energy Group Inc., a publicly traded company (NYSE:JE and TSX:JE) serving close to 2 million customers across North America. Visit www.taraenergy.com to learn more.

#### **About Just Energy Group Inc.**

Established in 1997, Just Energy (NYSE:JE, TSX:JE)is primarily a competitive retailer of natural gas and electricity. With offices located across the United States, Canada and the United Kingdom, Just Energy serves close to two million residential and commercial customers through a wide range of energy programs and home comfort services, including fixed-price and price-protected energy programs, smart thermostats, water heater, furnace and air conditioner rentals, and solar panel installations. Just Energy Group Inc.is the parent company ofAmigo Energy, Commerce Energy, Hudson Energy, Hudson Energy Solar, Momentis, National Home Services, Green StarEnergy andTara Energy. Visit <a href="https://www.justenergy.com">www.justenergy.com</a> learn more. Also, find us on <a href="facebook">Facebook</a> and follow us on <a href="mailto:Twitter.">Twitter.</a>

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