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JUST ENERGY FOUNDATION PARTICIPATES IN HOUSTON CHILDREN'S FESTIVAL

Support for the largest festival in the U.S. benefits Child Advocates Inc.

Houston, Texas, April 1, 2014: The Just Energy Foundation was thrilled to be a part of the very successful and much-anticipated McDonald's Houston Children's Festival this past weekend. Through financial support and on-site presence, the Just Energy Foundation helped support the annual festival – a signature Houston event – which has developed into one of the primary fund-raisers for Child Advocates Inc.

Established in 1988, the Festival has grown to attract crowds of more than 50,000. The goal was to create a family-oriented festival to serve as a vehicle to educate the public about child abuse and the mission of Child Advocates. A nonprofit organization, Child Advocates mobilizes court appointed volunteers to break the vicious cycle of child abuse. The organization trains everyday people to advocate in court for the best interests of abused and neglected children lost in the system, and guide them to permanent, safe homes as quickly as possible.

Divided into adventure zones with hundreds of exciting activities, the event took place in the heart of downtown Houston offering a variety of entertainment and educational fun for the whole family. Representatives from the Just Energy Foundation were on hand offering giveaways, hosting children's activities and interacting with families. Established by the Just Energy Group Inc. in 2013, the Foundation receives contributions from Just Energy to support registered U.S. and Canadian charitable organizations.

"Supporting our communities is extremely important to us" says Al Shulman, Executive Director of the Just Energy Foundation. "With our contribution to the Festival and its beneficiaries, we can help ensure that some of our most vulnerable residents receive the assistance they need to secure a safe and nurturing environment. We're proud to support such a worthy organization and help Child Advocates gain the resources needed to tackle such an immediate and critical issue."

To date, The McDonald's Houston Children's Festival has raised over $4.7M to assist Child Advocates in their mission.

About Just Energy Foundation:
Governed by a Board of Directors, the Just Energy Foundation was established in 2013 by Just Energy Group Inc. to help registered Canadian and U.S. charitable organizations secure the resources required to promote the health and well-being of communities in need. Funded entirely by Just Energy, the Foundation invests in local programs that work to enhance the quality of life in Just Energy's operating markets towards building stronger and supportive communities.

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 of Amigo Energy, Commerce Energy, Green Star Energy, Hudson Energy, Hudson Energy Solar, National Home Services and Tara Energy. Visit http://www.justenergy.com/ to learn more. Also, find us on Facebook and follow us on Twitter.

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