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News Release

For Immediate Release

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Energy Marketers Join to Form Consumer Education Coalition

WASHINGTON, D.C. (August 25, 2011) – A group of retail natural gas and electricity suppliers have come together to establish the American Coalition of Competitive Energy Suppliers (“ACCES” intentionally pronounced like the word *access*). The coalition is committed to a consumer education and media outreach effort which will provide the public with clear and accurate information about energy choice. Ultimately, the goal of the group is to empower consumers to make *informed* decisions that best meet their individual needs when purchasing energy from competitive suppliers.

Initial members of ACCES include Direct Energy, Energy Plus Holdings LLC, IGS Energy, U.S. Gas & Electric, Inc., and Vectren Source.

Through the establishment of a coordinated effort among competitive retail suppliers, ACCES will work to provide energy marketers with a unified and knowledgeable voice, providing information about the benefits of competition to consumers, key affinity groups, and members of the news media.

“Consumer education is a key component of customer satisfaction,” said Tami Wilson, President at Vectren Source. “This effort will help to articulate information about energy competition in terms easily understood by the consumer in order to raise awareness about the benefits of choice, including value-added products and services provided by suppliers.”

While recognizing that each state energy market has its unique rules and regulations, the goal of ACCES is to provide education on energy competition, energy choice, and ultimately to assist consumers with their evaluation and decision-making regarding their electricity and natural gas purchases.

ACCES has enlisted Syracuse, N.Y.-based Strategic Communications, LLC, to carry out these initiatives. In the coming months, ACCES will launch a website with regularly updated content designed for easy access by consumers, policymakers, and the news media. The website will include general information on topics such as what energy choice is, the benefits of choice, and how consumers can shop. The site will also offer specific information on the unique features of each state marketplace.

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About Direct Energywww.DirectEnergy.com

Direct Energy is one of North America's largest energy and energy-related services providers with more than 6 million residential and commercial customer relationships. Direct Energy provides customers with choice and support in managing their energy costs through a portfolio of innovative products and services. A subsidiary of Centrica plc (LSE:CNA), one of the world's leading integrated energy companies, Direct Energy operates in 45 U.S. states plus the District of Columbia and 10 provinces in Canada. The company partners with community-based organizations throughout North America to aid them in trying to make a positive impact in their communities.

About Energy Plus Holdings LLCwww.EnergyPlusCompany.com

Energy Plus® is one of the nation's fastest-growing energy companies, supplying electricity services to customers in seven competitive energy states. Energy Plus also offers electricity services through its subsidiary Independence Energy as well as natural gas services in New York and New Jersey through its affiliate Energy Plus Natural Gas LP. Energy Plus enables consumers to benefit from the money they already spend each month on electricity through a unique rewards program featuring cash back, airline miles, hotel and retail points, and college savings from almost 100 industry-leading partners and associations. Additionally, the company is committed to supporting the environment and offers customers a certified green option. Headquartered in Philadelphia, Energy Plus serves Connecticut, Illinois, Maryland, New Jersey, New York, Texas and most of Pennsylvania. Recently, it was announced that Energy Plus would be acquired by NRG, a Fortune 500 and S&P 500 Index company, which owns and operates one of the country's largest and most diverse power generation portfolios, in addition to other retail energy operations.

About IGS Energywww.IGSEnergy.com

Founded in 1989, IGS Energy is the largest independent residential retail supplier of natural gas in the United States. The company serves more than 850,000 residential and commercial and industrial customers across the Midwest and Northeast. IGS is known for its energy expertise and its simple, clear customer solutions and are continuously seeking ways to deliver energy more efficiently.

About U.S. Gas & Electric, Inc. ("USG&E")www.USGandE.com

USG&E is a retail energy marketer of natural gas and/or electricity to residential and small commercial customers in New York, New Jersey, Maryland, Michigan, Indiana, Ohio, Illinois, and Pennsylvania. USG&E is one of the fastest growing private energy marketers in the United States (ranked number 2 by Inc. Magazine in 2010) and is planning the following market entries in the next 12 months: Natural Gas: Kentucky, Illinois and Maryland; Electricity: Connecticut, Pennsylvania, Maryland, Massachusetts, Michigan and Ohio. USG&E is a member of the National Energy Marketers Association and serves on its Executive Committee.

About Vectren Retail, LLC, dba Vectren Sourcewww.VectrenSource.com

Vectren Retail, LLC, dba Vectren Source has a decade of solid performance in retail natural gas supply and is a certified natural gas supplier in Ohio, Indiana, New York and Pennsylvania. The company is committed to helping customers better manage natural gas costs for their homes or businesses and works cooperatively with utilities and regulators as well as collaboratively within the industry to promote healthy market competition. Vectren Source actively encourages residential energy efficiency and environmentally friendly behavior through GreenStreet Solutions, its wholly owned energy efficiency subsidiary company. GreenStreet Solutions provides comprehensive home energy audit services along with unbiased detailed recommendations for home improvements to reduce energy use. Vectren Source is based in Evansville, Indiana and is a subsidiary of Vectren Corporation, a \$4.6 billion dollar energy and applied technology holding company serving more than one million energy customers.

About Strategic Communications, LLC

www.StratComLLC.com

Strategic Communications, LLC provides expertise in organizational change and transition, integrating public relations, crisis communications, government relations, and strategic planning. It serves clients from a broad variety of industries throughout the United States in the energy, health care, financial services, manufacturing, and education areas, with a strong focus on energy. The company has offices in the Syracuse, NY, Albany, NY, and Washington D.C. areas.

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