



Media Advisory/Photo Op

Direct Energy Business Announces Commitment to Pennsylvania, to Pittsburgh, to Business

Committed to Pennsylvania initiative affirms Direct Energy Business is here to stay

Pittsburgh, PA, May 19th, 2009 ... Last year Direct Energy Business, a \$4 billion company, was established following the \$300 million acquisition of Pittsburgh-based Strategic Energy. On May 27th they will celebrate their one year anniversary and launch their *Committed to Pennsylvania* initiative, affirming their commitment to the Commonwealth, to the region, and to the city.

Governor Edward G. Rendell is scheduled to attend as Direct Energy Business discusses their decision to place their North American headquarters in downtown Pittsburgh, their positive economic impact on the state, and their plans to invest up to \$2.5 million into the state through their community investment plan. They will also be presenting the Western Pennsylvania Conservancy with a check for \$20,000.

Event Details:

- What:** Direct Energy Business Committed to Pennsylvania press conference
- When:** Wednesday, May 27th, 10:00 a.m.
- Where:** West Club Lounge, Heinz Field (a Direct Energy Business customer)
- Who:** Hon. Edward G. Rendell, *Governor of Pennsylvania*
Maura Clark, *President*, Direct Energy Business
Deryk King, *Chairman and CEO*, Direct Energy
John Hanger, *Secretary*, Department of Environmental Protection
Jim Cawley, *Chairman*, Pennsylvania Public Utility Commission
- Photo Op:** Presentation of \$20,000 check to Western PA Conservancy

For more information, please contact:

Bethany L. Ruhe
Manager, Public Relations, Direct Energy Business
412.394.5664 (office) 412.841.3818 (mobile)

About Direct Energy Business

Direct Energy Business is one of North America's largest commercial retail energy suppliers and a Direct Energy company. With more than 20 years of industry experience, Direct Energy Business is dedicated to helping customers make cost-effective choices for their electricity and natural gas requirements. Headquartered in Pittsburgh, PA, Direct Energy Business serves nearly 50,000 customers in 14 states, the District of Columbia and five Canadian provinces. Direct Energy is wholly owned by Centrica plc. (LSE: CNA), one of the world's leading integrated energy companies. To learn more, visit www.directenergybusiness.com.

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