



Direct Energy
Business

Committed to 

PRESS RELEASE

Contact: Bethany L. Ruhe, *Manager, Public Relations*, Direct Energy Business
412.394.5664 (office) 412.841.3818 (mobile)
Bethany.Ruhe@directenergy.com

DIRECT ENERGY BUSINESS ANNOUNCES COMMITMENT TO PENNSYLVANIA, TO PITTSBURGH, TO BUSINESS

Direct Energy Business is committed to helping Pennsylvania succeed through greater control over energy costs, community investment and renewable energy options

PITTSBURGH, PA, MAY 26TH, 2009 ... Tomorrow, Direct Energy Business, North America's fourth largest commercial and industrial competitive energy supplier, will host a press conference, with state leaders, to announce the Company's Committed to Pennsylvania initiative and expanded operations in Pennsylvania.

Direct Energy Business, a \$4 billion dollar company, invested \$300 million to acquire Pittsburgh-based Strategic Energy last year. Since then, the Company has seen first-hand the value of keeping their North American headquarters in this region.

"It was a huge win for Pennsylvania when Direct Energy Business decided to locate its headquarters here," said Governor Edward G. Rendell. "Not only did they protect almost 250 jobs in the state, they also brought with them a business model of competition, innovation, and community engagement -- all of which are essential to ensuring Pennsylvania's continued growth."

Direct Energy Business' commitment to Pennsylvania is significant. Beyond the \$25 million spent annually in the state, Direct Energy Business plans to invest up to \$2.5 million in programs that help conserve energy, promote alternative energy use, reclaim and green urban areas, support community organizations and combat homelessness across Pennsylvania over five years.

Effective immediately, Direct Energy Business is expanding its operations in the PPL utility territory to help business customers manage their energy costs. "While many new competitors will begin rushing into the state now, our team has been continuously helping Pennsylvania businesses make energy procurement decisions since the market opened in 1997," noted Maura Clark, president of Direct Energy Business. "We have the experience of assisting over 1,000 organizations across the Commonwealth take control of their energy costs and have more Pennsylvania-based employees than any other competitive retail energy supplier."

continued

“We are committed to helping other businesses succeed by offering competitive electricity and related services to small, medium and large-sized organizations in Pennsylvania,” added Ms. Clark. “We are also committed to helping Pennsylvania through our community investment plan. We want the entire Commonwealth to benefit from the advantages that competitive retail energy brings to a state.”

Direct Energy Business is committed to protecting the environment through sustainable business practices and advising customers of renewable energy options and energy efficiency strategies. To fully support that, the May 27th event will be greened. Renewable Energy Certificates (RECs) are being purchased to offset the electricity of both Heinz Field and Direct Energy Business offices for the day of the event. Carbon offsets will be purchased for those traveling to Pittsburgh for the event.

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, <i>Governor of Pennsylvania</i> Maura Clark, <i>President</i> , Direct Energy Business Deryk King, <i>Chairman and CEO</i> , Direct Energy John Hanger, <i>Secretary</i> , Department of Environmental Protection Jim Cawley, <i>Chairman</i> , Pennsylvania Public Utility Commission |
| Photo Op: | Governor Rendell and Maura Clark will present a \$20,000 check from Direct Energy Business to the Western Pennsylvania Conservancy |
| On-line media kit: | Media material is available at www.committedtopa.com |
| Follow us on Twitter: | @CommittedToPA |

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.

Committed to Pennsylvania. to Pittsburgh. to Business.