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Green Mountain Energy Company Launches First Marketing Campaign in Corpus Christi

Also steps up sales efforts to educate Corpus-area residents about cleaner electricity

AUSTIN, Texas -- Texas-based Green Mountain Energy Company is broadening its sales and marketing efforts to reach and educate Corpus Christi residents about pollution-free electricity. Green Mountain, Texas' only retail electric provider dedicated to cleaner energy, is launching a multimedia bilingual advertising campaign in early March – its first marketing campaign in Corpus Christi. Additionally, the company recently expanded its sales efforts in Corpus.

Advertising Campaign

The campaign, which begins on Monday, March 2, is an introduction to Green Mountain and educates consumers about the benefits of clean energy. It will consist of TV, radio, billboard and print advertising. All mediums will include ads in both English and Spanish.

Sales Efforts

Green Mountain was the first retail electric provider in Texas to offer renewable energy when electricity competition began in 2001. The company has been serving Texas residential and business customers for eight years with electricity products that are cleaner than typical system power in Texas. Initially the company's marketing and sales efforts were concentrated mostly in the Dallas and Houston metropolitan areas.

Green Mountain had a "soft" sales launch in the Corpus Christi market in 2007, which consisted of limited direct sales efforts such as participating at local fairs, festivals and entertainment events throughout the Corpus area (list of upcoming local events at the end of the release), including participating at BayFest the last two years, and tabling at HEB stores in Corpus. The company will soon step up its direct sales efforts in Corpus, including hiring local sales representatives and increasing its presence at local events and HEB stores. Additionally, to better reach Spanish-speaking residents, Green Mountain has a dedicated-toll free number that is staffed by bilingual sales representatives, 1-888-9-VIENTO, as well as Spanish web pages on www.greenmountain.com.

"Green Mountain Energy Company expanded its sales and marketing efforts to Corpus Christi after experience and customer response showed us that residents here are concerned about the environment and want to help make a difference," said Paul Markovich, senior vice president of Residential Sales, Green Mountain Energy Company. "We also know that continuing to spread the word about the benefits of cleaner electricity is critical since most people don't know that electricity production is the leading cause of industrial air pollution in the U.S."

The majority of electricity generated in the United States is made by burning pollution-causing fossil fuels like coal, natural gas and oil. And the average home, because of its electricity use, causes more carbon dioxide (CO₂) emissions than the average car.

"Switching to Pollution FreeSM electricity from Green Mountain is one of the easiest and most significant ways for Corpus Christi residents to reduce their household's share of CO₂ emissions," added Markovich.

(more)

Products

Green Mountain offers the following clean electricity products at competitive rates to Corpus Christi residential customers:

- **Pollution FreeSM** – The *Pollution Free* product is clean electricity generated from wind and water. A customer on this product, with an average monthly usage of 1,000 kilowatt-hours (kWh) over one year, could help avoid about 2,300 pounds of CO₂ emissions, equivalent to over 2,600 miles not driven in a year.
- **Pollution Free Reliable Rate** – With *Pollution Free - Reliable Rate*, customers can lock in their rate for 12 months¹.
- **Pollution Free Introductory Offer** – The *Pollution Free* Introductory Offer allows you to lock in a special rate for 100% pollution-free electricity for a 3 month term. After the term expires, the rate becomes variable. This product is only available on the web.

Sign Up

There are three easy ways for customers to sign up for pollution-free electricity from Green Mountain:

- 1) **By Phone** – by calling 1-866-GREEN TX (1-866-473-3689) or 1-888-9-VIENTO (1-888-984-3686) for Spanish
- 2) **On the Web** – Green Mountain’s Web site, www.greenmountain.com
- 3) **In person** – Green Mountain has sales representatives throughout the Corpus Christi area available at local festivals, fairs and entertainment events, as well as in front of some H-E-B stores to offer easy enrollment and answer questions about clean electricity.

About Green Mountain Energy Company

Green Mountain, the nation’s leading provider of cleaner energy and carbon offset solutions, was founded in 1997 “to change the way power is made.” The company is the longest serving green power marketer in the U.S. and was ranked the highest in residential customer satisfaction with retail electric service in Texas by J.D. Power and Associates² Green Mountain offers consumers and businesses the choice of cleaner electricity products from renewable sources such as wind and water and carbon offset products through its BeGreen division (BeGreenNow.com). Green Mountain customers have collectively helped avoid over 4.1 million tons of CO₂ emissions. For more information, visit GreenMountain.com.

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¹ The per kilowatt-hour energy charge is a fixed rate that will not change for the initial term of the agreement, except as a result of changes in laws or regulatory or Electric Reliability Council of Texas charges or fees.

² Green Mountain Energy Company received the highest numerical score among residential electric service providers in Texas in the proprietary J.D. Power and Associates 2008 Texas Residential Retail Electric Service Satisfaction StudySM. Study based on responses from 2,572 consumers measuring 8 providers and measures opinions of consumers with their electric service provider. Proprietary study results are based on experiences and perceptions of consumers surveyed in June 2008. Your experiences may vary. Visit jdpower.com.