



For Immediate Release

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**Green Mountain Energy Company to Launch Second Phase of
Marketing Campaign in Rio Grande Valley**
Continues marketing effort to educate Valley residents about cleaner electricity

AUSTIN, Texas -- Texas-based Green Mountain Energy Company is continuing its marketing efforts to reach and educate Rio Grande Valley residents about pollution-free electricity. In early March, Green Mountain, Texas' only retail electric provider dedicated to cleaner energy, is launching the second phase of its multimedia bilingual campaign in the Valley.

Advertising Campaign

The campaign, which begins on Monday, March 2, 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. Green Mountain launched its first ad campaign in the Valley in April 2008.

Sales Efforts

In 2008 Green Mountain expanded its sales efforts in the Rio Grande Valley market by hiring additional local sales representatives, increasing its door-to-door canvassing, tabling at local retailers such as HEB Grocery Stores and participating at local fairs, festivals and entertainment events throughout the Valley. Green Mountain also implemented a dedicated-toll free number that is staffed by bilingual sales representatives and developed Spanish web pages at www.greenmountain.com. Additionally, to make it easier for customers to pay their monthly electric bills, Green Mountain partnered with CheckFreePay to accept cash payments at more than 100 retail outlets and other locations throughout the Valley.

Green Mountain was the recipient of the **2008 Market Development "Green Power Pilot Award – Honorable Mention" from the Center for Resource Solutions (CRS)** for its Hispanic Marketing campaign. Green Mountain's efforts resulted in a doubling of Spanish inbound phone calls, a 277 percent increase in sales to Spanish speakers in the first month of the campaign and drove significant traffic to its Spanish web pages.

"Rio Grande Valley residents responded so well to Green Mountain's initial marketing efforts that we decided to further invest in this market by launching phase two of the campaign," said Paul Markovich, senior vice president of Residential Services, Green Mountain Energy Company. "We initially launched in the Valley after research showed us that residents here are concerned about the environment and want to help make a difference. Valley residents have responded very favorably to Green Mountain, so we are encouraged to further strengthen our efforts."

Products

Green Mountain offers the following clean electricity products at competitive rates to Valley 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 over 2,300 pounds of CO₂ emissions, equivalent to over 2,500 miles not driven in a year.
- **Pollution FreeSM 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.

(more)

Sign Up

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

- 1) **By Phone** – by calling 1-888-9VIENTO (1-888-984-3686)
- 2) **On the Web** – Green Mountain’s Web site, www.greenmountain.com
- 3) **In person** – Green Mountain has sales representatives throughout the Valley available at multiple HEB grocery stores to offer easy sign up and answer questions about clean electricity.

Green Mountain Texas

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 significantly 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.

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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.

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.