



**For Immediate Release:** October 27, 2008

**Contacts:**

Marci Grossman (Green Mountain Energy Company); (602) 694-8972; [marci.grossman@greenmountain.com](mailto:marci.grossman@greenmountain.com)  
Jeff Swenerton (Center for Resource Solutions); (415) 561-2119; [jeff@resource-solutions.org](mailto:jeff@resource-solutions.org)

**GREEN MOUNTAIN ENERGY COMPANY RECEIVES NATIONAL GREEN POWER LEADERSHIP AWARD**

*"Company's Hispanic Marketing Campaign Receives Green Power Pilot" from Center for Resource Solutions*

Austin, Texas – Green Mountain Energy Company is the recipient of the **2008 Market Development "Green Power Pilot Award – Honorable Mention" from the Center for Resource Solutions (CRS)** for its first-ever Hispanic Marketing campaign in Texas. The annual national award recognizes organizations for innovative marketing campaigns to increase widespread awareness of renewable energy options.

The 2008 Green Power Pilot Award was presented by CRS to Green Mountain at an awards event, Monday evening, Oct. 27, in conjunction with the 2008 National Renewable Energy Marketing Conference taking place in Denver this week.

In April 2008, Green Mountain launched its first integrated marketing and sales campaign targeting the Hispanic market in Houston and South Texas, consisting of both English and Spanish language advertising, and a comprehensive media mix of TV, radio, print and outdoor. The campaign also included a phone line staffed by Spanish-speaking representatives and the launch of a Spanish language microsite. 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 the Spanish microsite.

"The Center for Resource Solutions is proud to recognize Green Mountain Energy Company for its significant efforts to help grow and advance the market for renewable energy in Texas," said Arthur O'Donnell, executive director of the Center for Resource Solutions. "By launching its innovative Hispanic marketing campaign, Green Mountain is showing its commitment, innovation and dedication to making a difference for the environment."

"Green Mountain's approach to a comprehensive Hispanic communications campaign produced a successful launch and market opportunity," said Paul Markovich, senior vice president of residential services for Green Mountain Energy Company. "The company's campaign to reach an important and growing segment of the Texas population once again demonstrates our leadership and proficiency in green power sales and marketing."

Prior to this year's award, Green Mountain also received Green Power Leadership Awards in 2001, 2002 and 2003.

CRS co-sponsors the Green Power Leadership Awards in conjunction with the U.S. Department of Energy (DOE) and the U.S. Environmental Protection Agency (EPA). The Green Power Leadership Awards recognize outstanding commitments and achievements in the green power marketplace in the following three categories: Purchasers, Suppliers, and Market Development. For more information about the awards, visit [http://renewableenergymarketing.net/gpla\\_details.shtml](http://renewableenergymarketing.net/gpla_details.shtml) or <http://www.epa.gov/greenpower/awards/winners.htm> or, <http://www.eere.energy.gov/greenpower/conference/awards08.html>.

**About the Center for Resource Solutions**

*Center for Resource Solutions (CRS) is a national nonprofit with global impact. CRS brings forth expert responses to climate change issues with the speed and effectiveness necessary to provide real-time solutions. Our leadership through collaboration and environmental innovation builds policies and consumer-protection mechanisms in renewable energy, greenhouse gas reductions, and energy efficiency that foster healthy and sustained growth in national and international markets. For more information, visit [www.resource-solutions.org](http://www.resource-solutions.org).*

**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 Associates. 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 ([www.begreennow.com](http://www.begreennow.com)). Green Mountain customers have collectively helped avoid over 4.1 million tons of CO<sub>2</sub> emissions. For more information, visit [www.greenmountain.com](http://www.greenmountain.com).*

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 Study<sup>SM</sup>. 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](http://jdpower.com).