



FOR IMMEDIATE RELEASE

**DIRECT ENERGY EXPANDS SERVICE TO RESIDENTIAL CUSTOMERS
IN PPL SERVICE TERRITORY**

Leading energy retailer to offer variety of electricity plans

Harrisburg, Pennsylvania (November 23, 2009) - More electricity options will be available to residential customers in the PPL service area when rate caps expire at the end of this year. Direct Energy, a leading energy retailer best known in the state for its presence as an energy supplier for commercial and industrial customers, is expanding its service to bring electricity options to residential customers in PPL territory, the company announced at a news conference Monday.

"Direct Energy's been eagerly waiting on an opportunity to compete at the residential level in Pennsylvania," said Phil Tonge, President of Direct Energy's residential business, during a news conference attended by Secretary of Environmental Protection John Hanger and State Rep. Joseph Preston. "Thanks to the legislative and regulatory commitment to competition, residents in Eastern Pennsylvania now have choice when it comes to their electricity supply. Our company is committed to Pennsylvania's vision for a competitive electricity market, and bringing additional options to meet the diverse needs of our customers."

Coming out of the gate, Direct Energy is offering three different plans to customers:

- A 12-month product that includes a fixed-price of \$0.0899 per kWh for the first three months followed by a fixed-price of \$0.0949 per kWh for the remaining nine months.
- A 12-month renewable product where every year of the plan Direct Energy will purchase renewable energy credits (RECs) to match the customer's monthly electricity consumption. The product offers a fixed-price of \$0.1009 per kWh for the first three months followed by a fixed-price of \$0.1149 per kWh for the remaining nine months.
- A 36-month fixed plan that offers customers a fixed price of \$0.0999 per kWh guaranteed for three years of electricity supply.

"When rate caps expire, consumers should compare offers and choose a plan that will meet their needs. Some offers may save them money. Other products may reduce pollution from the generation of electricity. Always a great thing to do is conserve electricity which both saves money and reduces pollution," said Department of Environmental Protection Secretary John Hanger.

To help consumers better understand energy choice and make a smooth transition to a competitive market, Direct Energy will host a series of educational town hall meetings December 8 through 10 where consumers will be able to get simple answers to their questions about the changes in the Pennsylvania electricity market. For a complete list of meeting dates and locations customers can log on to: www.directenergy.com/SimpleAnswers

"Competition is about delivering choice to consumers when it comes to their energy needs. That's what we envisioned when we restructured the market to allow for energy retailers to come in and compete for Pennsylvanians' business," said Pennsylvania State Rep. Joseph Preston. "We are glad to see financially strong, stable companies with experience in North America's competitive markets – such as Direct Energy – make the investment in our state and in serving our residents."

Direct Energy already has a strong and committed presence in Pennsylvania that serves residential, small business, and commercial and industrial customers. The company currently has residential customers in the Pike County and Columbia Gas of Pennsylvania service territories, and large

commercial and industrial customers in the Duquesne Light and PPL territories in Pennsylvania. The company's Pittsburgh regional office employs more than 250 people.

Direct Energy strives to be a good corporate citizen in markets where it operates. Beyond the \$25 million spent annually in the state, Direct Energy made an announcement in May 2009 to invest up to \$2.5 million over five years on programs that will help conserve energy, promote alternative energy use, reclaim and green urban areas, support community organizations and combat homelessness across Pennsylvania.

"The Pennsylvania State Legislature has long been committed to fostering a competitive market in the state," said Pennsylvania State Rep. Robert W. Godshall. "Direct Energy's announcement is proof that we are on the right track towards creating a vibrant retail electricity market. We look forward to this company building a long-term presence in the state."

Pennsylvania residents and businesses can learn more about Direct Energy's products by calling: 1-888-734-0741.

About Direct Energy

Direct Energy is one of North America's largest energy and energy-related services providers with over 5 million residential and commercial customer relationships. Direct Energy provides customers with choice and support in managing their energy costs through a portfolio of innovative products and services. A subsidiary of Centrica plc (LSE:CNA), one of the world's leading integrated energy companies, Direct Energy operates in 20 states and 10 provinces in Canada. To learn more about Direct Energy, visit www.directenergy.com.

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For further information, please contact:

Yvette Hamilton
Direct Energy
713.877.5818
Yvette.Hamilton@directenergy.com

Lisa Dornan
Direct Energy
713.877.3925
Lisa.Dornan@directenergy.com