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For Immediate Release

XOOM Energy Delivers Experience with VP of Supply & Pricing

Charlotte, NC, July 11, 2012: As XOOM Energy continues to position itself as a major energy retailer in the U.S., the company has made a decisive move to ensure it will give customers the value they want. With Andrew Coppola as the new Vice President of Supply and Pricing, XOOM Energy is investing in a talented resource who can forge strategic partnerships in new energy markets and maintain the company's existing relationships.

Mr. Coppola has 30 years of experience in energy management, specializing in procurement, risk management and internal controls for gas and power customers. As his background covers both the retail energy industry as well as utilities, he is uniquely qualified for his role.

XOOM Energy spends a great deal of time and resources analyzing each market it enters to ensure it is an excellent fit for both the company and the customers it will attract. Mr. Coppola will take on a leading role in the research process.

"We were looking for someone who could draw on experience in deregulated markets to make sure that we could keep our promise to our customers to supply them with energy options that would provide value," Tom Ulry, CEO of XOOM Energy said. "With Andy on our team, we not only have the benefit of his experience, but also his unwavering ability to create partnerships with our suppliers."

Before joining XOOM Energy, Mr. Coppola spent three years as General Manager for Shell Energy, leading a Midwest-based office serving Commercial & Industrial customers and regional niche marketing companies. Prior to his service with Shell, Mr. Coppola was the Vice President of Energy Supply and Fulfillment at Commerce Energy for 100,000 retail gas and power customers behind eleven distribution companies in nine states.

"In my new position with XOOM Energy, I am combining the best features of all my previous energy positions," Mr. Coppola said. "I can enjoy the partnership side of supply and navigating new deregulated markets, as well as the challenge of creating the best value for XOOM Energy customers."

About XOOM Energy, LLC

XOOM Energy is an independent, national energy retailer who supplies natural gas and electricity to residential and commercial customers in deregulated energy markets across the U.S. – making us one of the largest energy retailers in the country. For more information on XOOM Energy, LLC, please visit xoomenergy.com.