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For Immediate Release

XOOM Energy Will Generate Choices for Customers Across the U.S.

Charlotte, NC, July 28, 2011: Wash a load of laundry. Make that second cup of coffee. Cook dinner for a loved one. And do it all while taking control of your energy needs. With today's launch in California, XOOM Energy is putting power directly in its customers' hands.

As an energy retailer, XOOM Energy plans to take advantage of deregulated markets where customers are given the opportunity to select their energy service provider unlike in regulated markets where customers are only permitted to purchase from their local utility company. XOOM Energy purchases energy for their customers and it's delivered without disruption to them by their local utility. Deregulated markets are increasing throughout the country.

And XOOM Energy is ready to take the country by storm – starting with California.

Residential customers in the Pacific Gas & Electric, Southern California Gas and San Diego Gas & Electric markets can now lock into fixed rate plans for peace of mind, or variable rate plans to take advantage of market-based prices on natural gas. XOOM Energy will have options available for business customers soon – creating a winning partnership for California businesses.

“We’re going to make great waves in the emerging energy market,” said Tom Ulry, Chief Executive Officer. “And we’re committed to becoming a vital part of our customer’s daily lives – providing them with the reliable energy they need and the plan that works for them.”

To honor its commitment to customers, XOOM Energy has assembled an executive team that boasts more than 50 years of combined energy retail experience. And that’s good news for customers in future markets: XOOM Energy is primed to offer customers natural gas and energy service in more than 40 markets in 14 states. With solutions available from the budget-friendly to the environmentally conscious, XOOM Energy will deliver a complete package of choice and reliable service for each of its future markets.

“Energy doesn’t have to be another bill that people pay because they don’t have any other choice,” explains Ulry. “Our customers can have their energy, their way and we keep it simple.”

That devotion to simplicity is another commitment that XOOM Energy keeps. Understanding deregulated markets can be confusing for the average customer. With the launch of xoomenergy.com, customers can learn more about their options in simple language, explore the energy plan that is right for their lifestyle, and even find energy saving tips.

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.