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**For Immediate Release**

**XOOM Energy Heats Up Michigan Customers in time for Winter**

**Charlotte, NC, September 28, 2011:** Michigan residents are preparing for cooler weather by replacing their filters, fixing leaks around windows and checking their water heaters. And now, Michigan customers can prepare for winter by choosing XOOM Energy as their energy service provider.

XOOM Energy is giving customers in Michigan more options for their natural gas needs. Residential and small-to-medium business customers served by the Michigan Consolidated Gas Company (MichCon) are now able to choose the energy plan that fits their lifestyle. With a market that covers the Detroit and Grand Rapids area, XOOM Energy is ready to be a part of Michiganders' daily lives.

"The days where people are forced into one plan with their utility company are rapidly decreasing," Tom Ulry, CEO of XOOM Energy said. "XOOM Energy recognizes that customers want a choice of plans to fit their lifestyles, their budgets and their needs."

Deregulated energy markets – ones that allow customers to choose their energy service provider instead of only purchasing through the local utility company – are growing throughout the U.S. And XOOM Energy is in a prime position to purchase energy on its customers' behalf and have it delivered to its customers – all without interruption in service.

Customers who want the peace of mind that comes with a locked-in energy rate can choose a fixed rate plan; and those who want more flexibility can choose a variable rate plan that takes advantage of market-based prices.

"We know how hectic life can become, so we believe in keeping things simple for our customers," Mr. Ulry said. "Our plans are simple and straightforward, making energy one less thing our customers need to worry about."

XOOM Energy's commitment of simplicity carries through to [xoomenergy.com](http://xoomenergy.com), where customers can learn more about deregulation, find the plan that fits their lifestyle and even sign up for service.

**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](http://xoomenergy.com).