



Direct Energy Offers Fixed Electricity Price for Direct Choice Customers in City of Clairton

Clairton, PA (August 31, 2012) – As part of its agreement with the city of Clairton, Direct Energy has set a new fixed price for electricity customers who participate in the Direct Choice program. Pittsburgh-based Green Roads Energy was instrumental in the completion of this agreement.

For the November 2012 – October 2013 billing cycles, Direct Choice customers in the city of Clairton will pay \$0.0689 per kWh for electricity (exclusive of utility charges and taxes). Senior citizens age 65 or older are eligible for a discounted price of \$0.0679 per kWh.

Direct Choice is a marketing agreement between Direct Energy and Clairton that allows residents and small businesses located in the city to lock in their electricity supply price for a specified period of time.

New participants must actively enroll into the Direct Choice program to benefit. To take advantage of the Direct Choice offer, individuals or small businesses need to be eligible to participate in the state's customer choice program and have a residence or small business located within the city limits of Clairton. Further, Direct Energy encourages potential new participants that are under contract with another supplier to review their contracts for potential obligations prior to enrolling.

To learn more about Direct Energy's Direct Choice offer, residents can contact Direct Energy's Customer Service Department toll free at: 1-866-803-4618, Monday through Friday from 8:00 a.m. to 8:00 p.m. EST and Saturday from 8:00 a.m. to 5:00 p.m. EST.

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About Direct Energy

Direct Energy is one of North America's largest energy and energy-related services providers with more than 6 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 45 U.S. states plus the District of Columbia and 10 provinces in Canada.

For further information, please contact:

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About Green Roads Energy, LLC

Green Roads Energy LLC is the Pittsburgh based company that brought this innovative concept to Local Governments and Non-Profits as way to help residence and businesses save on their electric bills while raising funds for worthy community programs.

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