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Press Release

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FOR IMMEDIATE RELEASE:

DISCOUNT POWER, INC. EXPANDS LOW-COST ELECTRICITY PRODUCT LINE TO OFFER MORE SAVINGS OPTIONS TO RESIDENTIAL AND COMMERCIAL CUSTOMERS

Customers Can Save Up to 20% on the Cost of Their Electricity

SHELTON, CT, July 28, 2010 – Discount Power, Inc., a leading supplier of low-cost electricity in Connecticut, today announced the expansion of its product offerings to offer more savings options to its residential and commercial customers. Discount Power now offers customers the following residential and commercial products:

Residential Options:

1. Variable Rate with a Cap Plan.
Your generation rate won't increase above \$0.0999 per kwh through December 31, 2010. Beginning January 1, 2011, we will automatically renew your service unless you choose one of our other product options.
2. Variable Rate Plan.
Save up to 20% on the cost of your electricity. Because our variable rate plan requires no commitment or cancellation fee, you can easily move to one of our other service options at any time.

Commercial Options:

1. Variable Rate with a Cap Plan.
Your rate won't increase above \$0.0999 per kwh through December 31, 2010. Beginning January 1, 2011, we will automatically renew your service unless you choose one of our other product options.
2. Variable Rate Plan.
Save up to 20% on the cost of your electricity. Because our variable generation rate plan requires no commitment or cancellation fee, you can easily move to one of our other service options at any time.
3. Custom Fixed-Rate Plan.
Contact us and let us provide you with a custom quote.



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“We are pleased to be able to provide our customers with a variety of products in order that they may choose the plan that best suits their needs,” said Jon Parrella, president of Discount Power, Inc. “As with our original variable rate residential and commercial plans, these new products reflect our continued commitment to providing our customers with the highest possible savings on the cost of electricity.”

In choosing their service plan, Discount Power customers can opt to be more ‘green’ by selecting 25%, 50% and 100% renewable offset certificates. Additionally, customers can earn rewards points every month by participating in Discount Power’s Points Engine loyalty program (www.PointsEngine.com); enrollment is free. They can also take advantage of home and business energy efficiency audits provided Dr. Energy Saver and Globalé Energy.

About Points Engine, LLC

Points Engine (www.PointsEngine.com) was formed to provide Connecticut merchants, large and small, with a way to reward customers by utilizing a unique, proven and successful affinity application. Participating retailers can easily and quickly create a customized, affordable rewards program to help retain existing customers, gain new customers, enhance loyalty and increase sales. Customers who join Points Engine can enhance the value of each dollar they spend by earning points from participating merchants and by using those points to make value-added purchases at the Points Engine website.

About Discount Power, Inc.

Discount Power (www.DiscountPowerInc.com) was formed to supply residential, commercial, industrial and municipal users with a comprehensive suite of electric energy alternatives and value-added services that maximize savings, lower consumption and help protect the environment. A licensed electric supplier, Discount Power is committed to being the low-cost provider of electricity.

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