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Press Release

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FOR IMMEDIATE RELEASE:

VALLEY UNITED WAY TEAMS UP WITH DISCOUNT POWER, A LEADING LOW-COST ELECTRICITY SUPPLIER IN CONNECTICUT, TO HELP FAMILIES SAVE ON THE COST OF ELECTRICITY

Enrollment is FREE. No strings attached.

SHELTON, CT, August 15, 2010 – Discount Power, Inc., a leading supplier of low-cost electricity in Connecticut, today announced its partnership with Valley United Way to offer families savings of up to 20% on the cost of electricity. Additionally, every kilowatt hour Discount Power supplies to the participants through this program will generate a donation to Valley United Way.

Enrollment is FREE, and easy through the Valley United Way website, www.ValleyUnitedWay.org, through www.ValleyUWenergy.org.

“We believe that this is an easy and immediate way to promote family financial stability by ensuring that no pays one penny more for electricity than they have to,” said Jack Walsh, President of Valley United Way. “So, it’s exciting to be able to provide the families in our community a program that begins to save them money immediately while providing Valley United Way with the important benefit of continued support. We encourage all Valley families to enroll and save money every month. We also encourage our supporters, their families and friends to enroll. The more participants we have in the program, the greater the donations we can generate for Valley United Way. The family savings are even more significant.”



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“In partnership with Valley United Way, we are pleased to offer the Valley community savings on their electricity,” said Jon Parrella, president of Discount Power, Inc. “Additionally, we are excited by the opportunity to generate a stream of ongoing donations to an organization as extraordinary as Valley United Way. Every kilowatt hour we supply to the participants in this program will generate a donation to Valley United Way. At \$0.002 per kilowatt hour, the donations can be substantial.”

Enrollment in the program is easy, and completely risk free. There are no fees, no credit checks, and electricity continues to be delivered and serviced by the utilities, CL&P and UI. There is no change in monthly billing or in the service except for the lower cost of electricity. In order to enroll, have your utility bill available and go online to www.ValleyUnitedWay.org, or www.ValleyUWenergy.org. Once enrolled, program members typically see savings within 30 days of their meter reading date.

About Valley United Way

Valley United Way is the leading philanthropic resource for the Valley towns of Ansonia, Derby, Oxford, Seymour and Shelton matching the needs of the community and the interests of donors to improve the quality of life in the community. United Way supports and creates initiatives addressing youth, families and people in crisis. Each year Valley United Way funds programs and organizations that make a measurable difference in the lives of people living and working in the Valley.

About Discount Power, Inc.

Discount Power, Inc. (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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