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StarTex Power Receives Better Business Bureau 2010 Pinnacle Award

*Award reflects StarTex Power's commitment
to excellence in the retail electricity market*

HOUSTON – (May 12, 2010) – Last week, StarTex Power, a Texas-based retail electricity provider, was awarded the 2010 Better Business Bureau Pinnacle Award. The Pinnacle Award is the top honor awarded to a company by the Better Business Bureau. It reflects StarTex Power's extraordinary commitment to ethical practices and caring customer service.

"We are extremely honored to receive an award of this stature from the Better Business Bureau," said Bob Zlotnik, CEO of StarTex Power. "Our philosophy is simple. We treat our customers like family, and we always look for ways to improve our services for them. This award is validation that we are fulfilling that promise."

The Pinnacle Award is given to only one business per industry. The award honors companies that demonstrate exceptional customer care, management, and product quality, while exemplifying trust and honor with customers and other corporations.

This award comes closely on the heels of another major customer care award from J.D. Power and Associates. Texans rated StarTex Power "Highest in Residential Customer Satisfaction with Retail Electric Service".

“Customer service is our No. 1 priority,” said Zlotnik. “The Pinnacle Award is a tremendous tribute to all of our employees for their hard work and dedication toward making StarTex Power one of the fastest growing retail electricity providers in Texas.”

For information on how StarTex Power can provide the power to connect your home or business with competitive rates, great service and easy-to-read bills visit www.StarTexPower.com.

About StarTex Power

StarTex Power, one of the fastest growing retail electricity providers, gives its customers the power to connect to competitive prices, transparent billing, as well as superior customer service. Serving more than 140,000 customers, StarTex Power is committed to upholding the highest standards in the retail electric industry. StarTex Power serves residential and commercial customers, and is committed to connecting all its customers to superior products and services. To find out more information on StarTex Power, visit their Web site at www.StarTexPower.com.

StarTex Power received the highest numerical score among residential electric service providers in Texas in the proprietary J.D. Power and Associates 2009 Texas Residential Retail Electric service Satisfaction Study. Study based on responses from 6,890 consumers measuring 15 providers and measures opinions of consumers with their electric service provider. Proprietary study results are based on experiences and perceptions of consumers surveyed between October 2008 and June 2009. Your experiences may vary. Visit jdpower.com.

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