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Media Contact:
Brittney Cochran
Pierpont Communications
bcochran@piercom.com
(713) 627-2223, ext. 1122

StarTex Contact:
Preston Ochsner
Vice President of Sales
StarTex Power
pochsner@startexpower.com
713-292-2508

StarTex Power Ranked Highest by J.D. Power and Associates in Customer Satisfaction Among Texas Electricity Providers

HOUSTON – (August 20, 2009) – StarTex Power, the leading retail electricity provider in Texas, has been recognized as the company with the highest level of customer satisfaction among all electricity retailers in the state, according to the J.D. Power and Associates’ 2009 Texas Residential Retail Electric Provider Customer Satisfaction StudySM.

The second annual study measures customer satisfaction by examining four key factors: pricing, billing and payment, communications and customer service. Overall satisfaction among residential customers of electric retailers in Texas has decreased notably in 2009 to 629 on a 1,000-point scale, and driving this overall decline is decreased satisfaction with pricing. StarTex Power’s overall satisfaction score is 714, earning the company the highest score amongst its competitors.

“We are honored to be recognized by our customers and J.D. Power and Associates for excellence in customer satisfaction – a trait that truly sets our company apart from others in the retail electricity space,” said Marcie Zlotnik, Chairman and COO, StarTex Power. “This recognition demonstrates our dedication to providing our customers with not only competitive rates, but also friendly people and the greatest in customer service. We want to thank our customers for their support, and we look forward to serving them in the years to come.”

This honor comes just one week after StarTex Power was ranked number 30 on the Inc. 500 list of the fastest-growing private companies in the U.S., making it the fastest-growing private energy company in

the nation. In addition, the company is Houston's 2008 fastest-growing woman-owned business, as well as one of the city's "Best Places to Work," as designated by the *Houston Business Journal*. Earlier this year, company founders Bob and Marcie Zlotnik were named finalists for the Ernst and Young "Entrepreneur of the Year" award.

"It takes a special kind of Company with unique and dedicated employees to be not only the fastest-growing private energy company in the country, but also the one with the highest ranked customer satisfaction in the state," said Bob Zlotnik, President and CEO, StarTex Power. "As we continue to expand, StarTex Power is committed to upholding and continually improving our customer service and support, a core value of our organization."

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

About StarTex Power

StarTex Power, the leading retail electricity provider, gives its customers the power to connect to reliable people, competitive prices, transparent billing, as well as superior customer service. Servicing more than 120,000 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.

About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company operating in key business sectors including market research, forecasting, performance improvement, training and customer satisfaction. The firm's quality and satisfaction measurements are based on responses from millions of consumers annually. For more information on cell phone ratings, car reviews and ratings, car insurance, health insurance and more, please visit JDPower.com. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

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