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Sugar Land Skeeters Announce StarTex Power as Naming Rights Partner

Team to begin play at StarTex Power Field in 2012

HOUSTON – (December 15, 2010) – StarTex Power, a Houston-based retail electricity provider, was announced today as the naming rights partner for the new \$30 million local baseball stadium by the City of Sugar Land and the Sugar Land Skeeters, the new minor league baseball team. The stadium will be named “StarTex Power Field.”

StarTex Power Field, owned by the City of Sugar Land and located at the northeast corner of State Highway 6 and U.S. Highway 90A, will be a state-of-the-art, multi-purpose facility built to Triple-A standards. The facility will include 21 suites, upper level club seating, year-round entertainment space, a picnic deck, extensive playground facilities and much more. Groundbreaking on the new ballpark is scheduled for the Spring of 2011, with opening day scheduled for April 2012.

“A naming rights partnership is a big commitment,” said Matt O’Brien, President of the Skeeters. “There was great interest from a variety of businesses, but StarTex Power was the best choice. Their reputation for high ethical standards, award-winning customer service, and commitment to the community makes them an ideal partner.”

StarTex Power, founded by Bob and Marcie Zlotnik in 2004, is the recipient of numerous awards, most recently including the 2010 Better Business Bureau Pinnacle Award for its extraordinary commitment to ethical practices and caring customer service and being named a 2010 Top Workplace by the Houston Chronicle. Additionally, StarTex Power is ranked #8 on the Fast 100 List by the Houston Business Journal and was named the #1 Fastest Growing Privately Held Energy Company in 2009 by Inc. 500.

The 10-year entitlement agreement includes a number of branding and promotional opportunities for StarTex Power, which is one of the fastest growing retail electricity providers in Texas. This sponsorship

will provide a great opportunity to Return the Favor and introduce more customers to the StarTex Power brand, which not only means great service, low prices, and no surprises, but also represents a deep commitment to customers and the community.

“Investing our advertising dollars into the community in a meaningful way is consistent with our corporate values,” said Marcie Zlotnik, Chairman of StarTex Power. “Baseball is a community connector and will bring together the city of Sugar Land, and the rest of Houston, for so many fun events, family moments and memories. With over 70,000 customers in Fort Bend and the surrounding counties, we’re proud to give back to our customers and continue our commitment to community partnerships with such a fun and exciting project.”

The Sugar Land Skeeters will play 70 regular season home games annually starting with the 2012 season. StarTex Power Field will host a multitude of other sporting events, concerts, group outings, and scout sleepovers. The total stadium capacity will be approximately 7,500 for baseball (expandable to 10,000) and 9,500 in a concert configuration.

About StarTex Power

Based in Houston, StarTex Power is one of the nation’s fastest growing retail electric providers in Texas, and gives its customers the Star Treatment with competitive prices, transparent billing, and superior customer service. StarTex Power is the sole Retail Electric Provider to be awarded the 2010 Better Business Bureau Pinnacle Award and was named the #1 Fastest Growing Privately Held Energy Company in 2009 by Inc. Magazine. StarTex Power is employee-owned and was the only Texas-based retail electric provider to be named a Top Small Company Workplace for 2010 by Inc. Magazine and Winning Workplaces. Serving more than 165,000 residential and commercial customers, including over 70,000 in Fort Bend County and the surrounding area, StarTex Power is committed to upholding the highest standards in the retail electric industry. For more information, go to www.StarTexPower.com.

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