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**StarTex Power Protects Customers from Price Increase Due to Nodal**

*Mitigating risk protects customers from price changes and extra fees; especially important in move from zonal to nodal design*

**HOUSTON – (October 21, 2010)** – The ERCOT Board of Directors voted Tuesday to affirm that all market readiness criteria have been met to proceed with the December 1, 2010 “go-live” date for the transition of the Texas retail electricity market from its current zonal structure to the new nodal market design. StarTex Power announced today that it will not pass through any costs or charges to any of its customers and affirms its commitment to protect customers from the risk of price increases associated with this market change.

“As today’s zonal market is replaced by the nodal market design, Retail Electric Providers in Texas will be exposed to new types of charges,” said Steve Madden, Senior Vice President of Supply for StarTex Power. “They may face the choice of having to pass these charges on to customers or face considerable losses if they have not insured against these risks.”

StarTex Power provides nodal market price protection as part of its traditional business policy of insuring against risks to protect its customers. The company’s conservative approach is especially important with the zonal to nodal change because the ultimate impact on consumers is unknown. Also unknown is the approach that other retail electric providers plan to take as a result of the market change and the effect their decisions will have on customers.

“Protecting customers from price risk due to the implementation of the nodal market is another example of our overall business philosophy and approach to providing consistently low rates and great customer service with no surprises,” said Bob Zlotnik, President and CEO of StarTex Power.

For information on StarTex Power’s Nodal Price Protection, please visit [www.StarTexPower.com/Nodal](http://www.StarTexPower.com/Nodal).

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](http://www.StarTexPower.com).

### **About StarTex Power**

StarTex Power, one of the nation’s fastest growing retail electric providers in Texas, 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 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, StarTex Power is committed to upholding the highest standards in the retail electric industry.

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