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**StarTex Power Recognized as the First Retail Electric Provider to Repeat as
Top Better Business Bureau Pinnacle Award Winner**

*Houston-based StarTex Power receives top honor for
superior commitment to ethics, excellence and quality in the workplace*

HOUSTON, TX – (May 11, 2011) – On Wednesday, May 4th, StarTex Power, a Houston-based retail electric provider, received the Better Business Bureau Pinnacle Award. This marks the second year in a row for StarTex Power to be recognized by the Better Business Bureau (BBB) with its top award for superior commitment to ethics, excellence and quality in the workplace. StarTex Power is the only Retail Electric Provider to win the Pinnacle Award.

“We pride ourselves in providing a high quality work environment, that allows StarTex Power employees to feel empowered to go above and beyond for our customers,” said Marcie Zlotnik, Chairman and Co-founder of StarTex Power. “Our employees are our greatest asset, and they are on the front lines talking to our customers every day. We make it a priority to treat our employees with the same high standard as we treat our customers.”

At the BBB Awards for Excellence Luncheon, non-profits and businesses, like StarTex Power, were recognized for their achievements and commitment to overall excellence and quality in the workplace. All of the proceeds from this luncheon fund the BBB Education Foundation, which educates consumers about unethical and fraudulent business practices in the Greater Houston Area.

“As a Houston-based company, we are proud to be affiliated with an organization that promotes high ethical standards in the Greater Houston area,” said StarTex Power CEO Bob Zlotnik. “Through

organizations like the BBB, Houston continues to thrive as a city. We're proud to be recognized with the leaders in other industries that have the same high ethical standards that we do."

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, 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 and 2011 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 170,000 residential and commercial customers, StarTex Power is committed to upholding the highest standards in the retail electric industry.