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StarTex Power Selects Steel to Help Strengthen Award-Winning Customer Service

HOUSTON – (March 31, 2010) – StarTex Power & Steel Advertising & Interactive entered into a partnership on March 1, 2010. The partnership aims to demonstrate how StarTex Power is making a difference in Texans’ lives through superior customer service and competitive energy rates. StarTex Power and Steel Advertising & Interactive will work together to provide a new level of customer experience in the retail electricity industry today.

“Texas has the most successful deregulated retail electricity industry in the US. It’s extremely competitive and differentiating ourselves is critical,” said Marcie Zlotnik, Chairman and COO of StarTex Power. “We want to work with a company that understands the high priority we place on service and can translate that into new and innovative solutions for our customers. Steel is just that type of company - they can make it happen!”

StarTex Power’s primary objective is to take their award-winning customer service, as recognized by J.D. Power and Associates, to the next level of customer satisfaction. Steel will be working to achieve this through a thorough end-to-end relationship-centric approach, which will connect innovative marketing, sales, and renewal efforts with their customers.

“It’s exciting to work with the people at StarTex. They’ve recently been nationally recognized for customer service excellence, and yet they still want to do more for their customers – much more,”

says Kirsten Cutshall, president of Steel Advertising & Interactive. “That kind of proactive mindset is the trait that enables us to do our best work.”

Likewise, StarTex Power is equally excited about the new relationship and expertise Steel brings. Steel is a company strong with Texas brands and well-known for improving overall customer experience.

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 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.

About Steel Advertising & Interactive

Steel Advertising & Interactive is a full-service advertising and web design firm that partners with its clients to solve business problems through fresh, innovative thinking and nimble execution. Based in Texas, Steel is a collective of national creative, marketing, and technical talent that is dedicated to helping its clients rise above the noise and succeed in the marketplace. Steel’s focus on distinct brands and the big idea ensure that its clients will not just optimize current execution or follow trends, but make bold moves. Visit www.steeladvertising.com to learn more.

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