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StarTex Power CEO Bob Zlotnik Shares Perspective on Texas - and Global - Energy Market Leading into Summer

Japan Nuclear Issue; Nodal Market Uncertainty; Winter Rolling Blackouts And Now Summer Heat; High Prices at the Gas Pump... What Does It All Mean?

HOUSTON, TX – (May 1, 2011) – With the astounding number of unusual occurrences the last six months, it has already been a big year in energy - globally and in Texas. StarTex Power CEO Bob Zlotnik shares his perspective on the retail electricity market as we enter the second half of the year, and informs consumers on what they should do to protect themselves.

2011 began with much uncertainty; starting with the long anticipated switch from zonal structure to the new nodal design, followed by unexpected rolling blackouts across Texas, and now the nuclear energy scare following the earthquake in Japan.

“The bottom line is that consumers need to be educated,” says StarTex Power’s CEO Bob Zlotnik. “As the market is fluxing, consumer education becomes the only tool to combatting high bills and unexpected charges.”

In an effort to entice more customers in the current environment of increasing costs for energy, some companies are offering artificially low advertised rates, but adding on special charges for services, similar to cost shifting that occurred in the airline industry. While these rates seem low at first review, consumers need to be looking for all the added costs and charges, and realize that a low advertised rate does not always mean a low bill.

In late January and early February, Texas experienced unexpected rolling blackouts and power outages due to extreme cold conditions – or was it? While energy providers and industry leaders scrambled and kept pointing back to weather, the real question was availability of energy sources for all Texas residents.

“The key to ensuring no future blackouts seems to be a diversified and balanced set of energy sources,” says Zlotnik. “Yet, how do we establish a balance? Coal is still perceived to be dirty and unsafe, and nuclear, the one source that did not go offline or fail in the winter rolling blackouts, took a huge hit March 11th with the Japanese Earthquake.”

When the after effects of the 8.8 earthquake and tsunami indicated huge instability and meltdown threats of the Tokyo Electric Power Company’s Fukushima Daiichi nuclear plant, the whole world responded with more fear and hesitation around nuclear energy sources. Even with the White House and President Obama assuring Americans that nuclear power is safe, just one week later, on March 22, Nuclear Innovation North America (NINA), the jointly owned company of NRG Energy and Toshiba, pulled funding to expand a massive nuclear plant in South Texas. With the set back of the Bay City plant, nuclear is not likely to be an expanding part of Texas’ energy solution anytime soon.

“On the heels of the Japan disaster, we’ve seen huge spikes at the gas pump, nearly daily. While the price of gasoline and electricity are not linked in the state of Texas, in the consumers’ mind, they are connected,” says Zlotnik. “Consumers have one pool from which to pay their bills, and this summer, they will have to make the choice of reducing driving or reducing air conditioning in their home, especially in the months of July and August, when both Texas heat and gasoline prices are likely to peak.”

So what does all of this mean for consumers? What are the real issues of the rolling blackouts? Does the rising price of gasoline at the pump effect energy prices at home? How is the new nodal design affecting you? What should consumers expect from there retail electricity providers this summer?

StarTex Power CEO Bob Zlotnik has thoughts about all of this and is leading StarTex Power in its efforts to be the best partner to its customers, by giving the best all-inclusive offerings, most access to information, and being most forthright in sharing perspective on this perfect energy storm in Texas. As the head of the largest retail electric provider started by Texans, operated by Texans and focused on serving Texans, Bob is available to provide his thoughts on the market anytime.

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 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.