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**StarTex Power is the Only Texas Business to be named a Finalist for
“Top Small Company Workplace”**

Inc. Magazine and Winning Workplaces recognize 40 companies nation-wide

HOUSTON – (June 14, 2010) – *Inc. Magazine* and *Winning Workplaces* announced the winners and finalists of the 2010 Top Small Company Workplaces competition – the best small and mid-sized places to work in the country – in *Inc.*'s June issue. The magazine features the 20 winners, and a list of the 20 finalists, including StarTex Power.

Founded in 2004, StarTex Power is one utility company that is already making a difference in Texans' lives through superior customer service and competitive energy rates. “The fact that we are the only Texas company recognized really says something about our values. It means a lot to us to know that our hard work is being acknowledged,” said Bob Zlotnik, CEO and President of StarTex Power.

This is the eighth consecutive year that *Winning Workplaces*, the Evanston, IL-based nonprofit organization, has recognized those firms that attribute much of their business success to their commitment to exemplary people practices and outstanding workplace cultures.

Core to StarTex Power's success is their ability to attract and retain the best people. Leadership actively engages their 150-person staff in business decisions, rewards and celebrates employees for achieving individual and group goals and continually develops its talent through its training and mentoring programs.

The common characteristics of the Top Small Company Workplaces winners and finalists include a commitment to aligning their workforce with a clear vision, mission, and values; communicating with openness and trust; and investing in employees' continuous learning and development. These practices were maintained or strengthened as a means to weather the recession. Further, many firms chose to share the pain rather than lay off colleagues. Salary reductions were taken across the organization, starting with the CEO.

“We have an office where trust is vital and openness between our employees is the link that fosters this trust,” said Marcie Zlotnik, Chairman and COO of StarTex Power. “Our corporate culture is what defines us in an industry where differentiating ourselves is crucial.”

Winning Workplaces and *Inc.* received nearly 500 completed applications for the contest. A national panel of experts in leadership and small to mid-sized business judged the finalists based on specific metrics and qualitative assessments of their success in creating the kind of workplaces that engage employees and deliver successful results.

"This year's honorees show that the quality of the workplace can be a competitive advantage. I'm amazed at how well they have come through the recession. Clearly, their commitment to their values and people practices are an important part of this success," said Gaye van den Hombergh, President of Winning Workplaces.

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 fastest growing retail electricity providers, gives its customers the power to connect to competitive prices, transparent billing, as well as superior customer service. Serving more than 150,000 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 Inc. Magazine

Founded in 1979 and acquired in 2005 by Mansueto Ventures, *Inc.* magazine (www.inc.com) is the only major business magazine dedicated exclusively to owners and managers of growing private companies that delivers real solutions for today's innovative company builders. With a total paid circulation of 724,110, *Inc.* provides hands-on tools and market-tested strategies for managing people, finances, sales, marketing and technology.

About Winning Workplaces

Winning Workplaces (www.winningworkplaces.org) is an Evanston, IL-based not-for-profit, whose mission is to help the leaders of small and midsize organizations create great workplaces. Founded in 2001, Winning Workplaces serves as a clearinghouse of information on workplace best practices; provides seminars and workshops on workplace-related topics; and, inspires and awards top workplaces through their annual Top Small Company Workplaces initiative.

StarTex Power received the highest numerical score among residential electric service providers in Texas in the proprietary J.D. Power and Associates 2009 Texas Residential Retail Electric service Satisfaction Study. Study based on responses from 6,890 consumers measuring 15 providers and measures opinions of consumers with their electric service provider. Proprietary study results are based on experiences and perceptions of consumers surveyed between October 2008 and June 2009. Your experiences may vary. Visit jdpower.com.

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