

## **For Immediate Release**

### **Ambit Energy Introduces Texans to New Lone Star PLUS Plans**

*Low Term Rate of 10.99¢/kWh can save customers up to \$400 per year over their incumbent provider.*

DALLAS, TX (October 29, 2007) - Ambit Energy, L.P., announced today it will begin offering lower rates for electricity service across Texas with a pair of rate plans called Lone Star PLUS.

The Lone Star PLUS One-Year Term Plan locks in a low flat rate of 10.99 cents per kilowatt-hour for a 12-month billing cycle. The Lone Star PLUS Month-to-Month Plan requires no contracts and is offered at 11.49 cents per kilowatt-hour. Both rates are available in deregulated energy markets throughout Texas.

Ambit Energy Co-founder and Chief Marketing Officer Chris Chambless said, "Residential electricity customers in Texas are becoming more educated about the benefits of choosing a new retail electric provider. With our new Lone Star PLUS plans, the average residential customer in Texas can save up to \$400 per year on their electricity bills. Customers with higher than average usage can save even more."

Ambit Energy customers also earn Travel Rewards Points for every kilowatt-hour of electricity they use. Points may be redeemed for travel packages that offer free and discounted benefits on airfare and hotel accommodations.

Said Ambit Energy Co-founder and CEO Jere Thompson, Jr., "10.99 cents is a great rate to offer all across Texas. The Lone Star PLUS plans keep us ahead of our strongest competitors and provide our Consultants with the selling advantage they need to finish the year with a vibrant and growing base of customers."

#### **About Ambit Energy**

Ambit Energy, L.P., is based in Dallas, Texas. Ambit Energy currently provides electricity service to residential customers in deregulated Texas and New York markets. Additional information on Ambit can be found at [www.ambitenergy.com](http://www.ambitenergy.com).