



For Immediate Release

Current Energy Spreads Green Message This Holiday Season

Company Opens Holiday Store at Dallas' NorthPark Center

Dallas – October 21, 2008 – Dallas-based Current Energy, creator of the world's first energy efficiency store™, has announced the opening of its retail store at Dallas' prestigious NorthPark Center for the 2008 holiday season to share its energy efficiency message with a broader audience.

The Current Energy holiday store at NorthPark Center – which opened October 20 – is a cash-and-carry, high-volume store, offering energy efficiency and green gifts, such as compact fluorescent lights, solar-powered gadgets, bamboo towels, organic soaps and even renewable energy.

“NorthPark's invitation to Current Energy further validates consumer demand for energy efficiency solutions and environmentally friendly products,” said Joseph Harberg, a principal partner of Current Energy. “As the world's first energy efficiency store, our goal is to educate consumers on the financial and environmental savings of reducing energy consumption, and the NorthPark Center store gives us a great opportunity to share this message with increased foot traffic. We look forward to introducing new customers to Current Energy and serving as a convenient destination for unique gifts this holiday season.”

Joe Harberg and Marc Willson, residential business unit director of Current Energy, have a combined 55 years of retail and real estate experience. Separately and together, Harberg and Willson have helped to bring numerous retail concepts to markets across the country, including NorthPark Center.

The Current Energy holiday store at NorthPark Center will also include a kiosk staffed by TXU Energy to sell its TXU Energy EarthWise 18SM renewable energy plan – an electric service plan that purchases 100% Texas wind power. In addition, TXU Energy will have energy efficiency tools on display, including the TXU Energy Power Monitor™ and the TXU Energy iThermostat™. Shoppers can experience the unique features of both TXU Energy tools through an easy-to-use touch-screen demonstration.

“TXU Energy is focused on helping customers use less electricity, lower their bills and help the environment – all at the same time,” said Jim Burke, chief executive officer, TXU Energy. “This partnership with Current Energy will help do that in a new and unique way.”

Every Saturday throughout the holiday season, Current Energy's NorthPark Center store will host demonstrations, special events and/or promotions with various partners and non-profit organizations. Some of these relationships include Solio, Fraiche, Seed Sucker, Pure Water 2 GO, Recycled Dogs and the SPCA, the Alliance to Save Energy's Energy Hog mascot, and “Green” Santa Claus. Please refer to the Current Energy Web site for specific event dates and times.

The Current Energy holiday store will also be a secondary broadcast home of the Current Energy Report, a weekly radio show syndicated on more than 21 radio markets throughout the United States. The show offers listeners practical energy-savings and greener-living tips, and can be heard locally on Saturdays from 3 – 4 p.m. Central Time on 570 KLIF-AM in Dallas.

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Current Energy's flagship retail store is located on Knox Street in Dallas, next to the Apple Store. Throughout the holidays, both Current Energy locations will be staffed with energy efficiency experts available to discuss solutions that help residential customers reduce energy consumption and decrease energy bills. While both stores will feature holiday gift ideas, the flagship store on Knox will continue to offer Current Energy's extensive selection of energy efficiency products and services.

Current Energy has hired ten team members to expand its sales force among both stores for the holiday season.

The NorthPark Center Current Energy store features 2,400 square feet of retail space and is located on the Level Two in between Nordstrom and Neiman Marcus.

About Current Energy

Current Energy, headquartered in Dallas, is a one-stop comprehensive resource for energy efficiency solutions. Current Energy helps residential and commercial customers manage energy consumption, save on energy bills and contribute to the sustainability of the planet. The company was founded in 2001, anticipating the impact that energy deregulation would have on companies. Since then, the company has grown to include two divisions – Current Energy Commercial and Current Energy Residential, which operates the world's first energy efficiency store™. Current Energy was recognized by the U.S. Department of Energy in the fall of 2007 with the Energy Innovators Award. For more information, visit currentenergy.com.

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