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**For Immediate Release**

**Joey Carter Joins Ambit Energy Investors**

*Former Home Interiors Chairman and CEO Invests in Electric Provider*

DALLAS, TEXAS (January 16, 2007) - Ambit Energy, L.P. announced today that former Chairman and CEO of Home Interiors & Gifts Inc., Donald J. "Joey" Carter, Jr., has joined the company as an investor and advisor to the executive management team.

"Ambit Energy has assembled a very talented management team and is committed to building the finest and most respected competitive retail electric provider in the country. Their technology and internal systems are incredibly advanced. I like their business model and am excited to join the Ambit investor group," said Mr. Carter.

"Joey is an icon in the direct selling industry. He is a perfect addition to our investor group," stated Ambit Co-founder and CEO, Jere Thompson, Jr. "His experience and standing in the direct sales community is warmly welcomed, and he shares our vision to be the finest competitive retail electric provider in the country."

Mr. Carter is the president of Direct Selling Capital, Inc. and has over 20 years of investment experience in the direct selling industry. Prior to forming Direct Selling Capital, Inc., he was Chairman and CEO of Home Interiors & Gifts, where he led the company to sales of \$617 million with 98,000 active consultants in the United States, Canada and Mexico. Mr. Carter has also served as the chairman of the Direct Selling Association and as a director of the Direct Selling Education Foundation.

"As a veteran of the industry, Joey understands how powerful a direct sales channel can be and how important it is to develop the right culture for success," said Ambit Co-Founder and Chief Marketing Officer, Chris Chambless. "Attracting someone with such a distinguished track record to our investor group at such an early stage speaks volumes about the culture we've already created."

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

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