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**For Immediate Release**

**AMBIT ENERGY JOINS BETTER BUSINESS BUREAU OF DALLAS**

*Growing Retail Electricity Provider Places Customer Service as Top Priority*

DALLAS, TEXAS (January 31, 2007) - The Better Business Bureau (BBB) of Dallas/Northeast Texas has accepted Ambit Energy's application for membership. Ambit is a rapidly growing retail electric provider serving residential consumers within the deregulated electricity markets in Texas.

"Joining the Better Business Bureau is a natural fit for our company," said Jere Thompson, Jr., Ambit Energy Co-Founder and CEO. "Beyond our enthusiasm for saving our fellow Texans money on their monthly electric bills, our goal is to be the finest and most respected retail electric provider in the country."

"Our senior management team is filled with experienced veterans of rapid growth service companies." Mr. Thompson continued, "They understand what it takes to train great people and provide outstanding service."

"As more consumers assert their right to choose a new electricity provider, an attractive rate isn't the only factor being considered," said Chris Chambless, Ambit Co-Founder and Chief Marketing Officer. "More and more, quality customer service and accurate billing are at the top of the priority list for educated customers."

With a strong online presence, Ambit Energy also participates in the BBB*Online* Reliability Seal program, which is designed to help businesses promote trust and confidence on the Internet so consumers will view the Internet as a safe place to shop. Ambit Energy can be found on the Internet at [www.ambitenergy.com](http://www.ambitenergy.com).

"Having the BBB*Online* Reliability Seal on our website is important," said Mr. Chambless. "It tells our customers and Independent Consultants that we are serious about our commitment to provide exceptional service."

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