

## Ambit Energy Introduces Power Payback™ Program to Reward Texas Customers Who Save Energy During Peak Demand Times

### *Program Aims to Reduce Risk of Rolling Blackouts, Conserve Energy*

DALLAS - July 24, 2014 - Ambit Energy, a leading national retail energy provider, is **introducing its Power Payback program to reward Texas customers who reduce energy use during periods of extreme electricity demand.** The program provides users with bill credit if they reduce their consumption during designated time periods.

"We've already rewarded our customers for making referrals with our Free Energy program," said **Ambit Energy Co-Founder and CEO** Jere Thompson, Jr. "It seemed like a logical next step to also pay them back when they help reduce the strain on the power grid during periods of extreme electricity demand."

Under the program, customers in Texas who have Smart Meters will receive **advance notification of an impending period of extreme electricity demand.** They then have the opportunity to **cut back on their electricity use during the specified time.** If their electricity usage during this time is lower than their average from the same time period over the previous five weekdays, they **receive a bill credit of \$1.00 for every kilowatt-hour saved.**

"Power Payback is the easiest and most generous program of its kind in the Texas market," Thompson says. "In fact, with automatic enrollment, our customers don't even have to sign up. These simple savings come in the form of \$1.00 per kilowatt-hour bill credit. And that's certainly a good incentive to adjust the thermostat a couple of degrees during peak demand times."

To learn more about Ambit Energy's Power Payback program, visit [www.powerpayback.com](http://www.powerpayback.com).

#### **Tweet It**

@AmbitEnergy rolls out new #PowerPayback program to give bill credit to customers who save #energy during peak demand times.

#### **About Ambit Energy**

Ambit Energy provides electricity and natural gas services in deregulated markets across the United States, primarily marketed through a direct sales channel of more than 250,000 Independent Consultants. Ambit was established in 2006 with one simple goal in mind: to be the finest and most-respected retail energy provider in America. To that end, the Ambit team has built an award-winning U.S.-based Customer care center, as well as great relationships with energy partners, consultants and customers alike. The strategy is working. Ambit was named the fastest-growing private company in the country in 2010 by Inc. Magazine, and has already surpassed milestones of one million customers and \$1 billion in annual revenue. For more information about Ambit Energy's rates and services or to join the Ambit Energy team, visit [www.AmbitEnergy.com](http://www.AmbitEnergy.com) or call (877) 282-6248.