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## For Immediate Release

### **ENERGETIX & NYSEG SOLUTIONS TO LAUNCH AN ONLINE GREEN ENERGY STORE** *- The Leading New York State Energy Suppliers Celebrate Earth Day by Making Green Strides-*

**ROCHESTER and BINGHAMTON, NY** – April 22, 2009 – Energetix and NYSEG Solutions, subsidiaries of Energy East Corporation, are pleased to announce the launch of an online green energy store. Through a partnership with Energy Federation Inc, one of the oldest and most trusted suppliers of quality energy saving products, Energetix and NYSEG Solutions now provide consumers the ability to go online to purchase energy efficient and environmentally friendly products designed to reduce energy costs. The two companies are the largest green energy service suppliers in New York State.

The store offers a large selection of energy saving products ranging from fluorescent light bulbs, to low-flow shower heads, to high-efficiency air cleaners. The store can be found at [www.energetix.net](http://www.energetix.net) or [www.nysegsolutions.com](http://www.nysegsolutions.com) by clicking on the Energy Services button. An introductory 10 percent discount will be offered to all first-time buyers.

“We are very encouraged by the sense of responsibility so many New Yorkers have towards environmental conservation,” said Carl A. Taylor, CEO of Energetix and NYSEG Solutions. “Our green energy store is an example of our commitment to bringing added value to our customers, as well as reinforcing our corporate commitment of protecting natural resources.”

The online green energy store complements the Companies’ partnership with the Arbor Day Foundation. For every Green Energy enrollment received by Energetix and NYSEG Solutions, the Arbor Day Foundation has replanted a tree in America’s national forests that have been damaged by wildfires. The partnership has resulted in the planting of 15,000 trees.

#### **About Energy Federation Incorporated (EFI)**

EFI was founded by five non-profit organizations with a mission to identify, promote, and supply resource conservation products that are of high quality, durable, affordable and practical to install and use. EFI was incorporated in 1982, and has a long history of partnerships with energy efficiency providers throughout the United States in delivering a wide variety of programs that promote the sales and use of energy saving products. For more information, visit [www.efi.org](http://www.efi.org).

#### **About Energetix / NYSEG Solutions**

Energetix and NYSEG Solutions, subsidiaries of Energy East Corporation, were founded in 1998 and are headquartered in Rochester and Binghamton, NY. The companies supply natural gas, electricity, green (renewable) energy and energy related products and services to residential, small business, and large commercial/industrial customers throughout New York State. For more information visit: [www.energetix.net](http://www.energetix.net) or [www.nysegsolutions.com](http://www.nysegsolutions.com).

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