



FOR IMMEDIATE RELEASE

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**MXENERGY ANNOUNCES EXTENSION OF EARLY CONSENT DEADLINE,
WITHDRAWAL DEADLINE AND EXPIRATION DATE FOR EXCHANGE OFFER AND
CONSENT SOLICITATION**

Stamford, Conn., July 28, 2009 – MXenergy Holdings Inc. (the “Company” or “MXenergy”) announced today that, as of 5:00 p.m., New York City time on July 27, 2009, it elected to extend the early consent deadline and the withdrawal deadline for the exchange offer and consent solicitation (the “Exchange Offer and Consent Solicitation”) of its outstanding Floating Rate Senior Notes due 2011 (CUSIP Nos. 62846X AA3; U62432 AA4;62846X AC9) (the “Notes”) until 5:00 p.m., New York City time, on July 31, 2009. The Company also announced today that, as of 12:00 a.m. midnight, New York City time, on July 28, 2009, it elected to extend the expiration date for the Exchange Offer and Consent Solicitation until 12:00 a.m. midnight, New York City time, on August 1, 2009. The Company is extending the early consent deadline, the withdrawal deadline and the expiration date of the Exchange Offer and Consent Solicitation in order to provide additional time for the Company to continue its ongoing negotiations with the contemplated provider of its proposed new credit, hedge and supply facilities. As of 12:00 a.m. midnight, New York City time, on July 28, 2009, approximately \$158.8 million in aggregate principal amount of the Notes had been tendered in the Exchange Offer and consented to the proposed amendments in the Consent Solicitation.

The Exchange Offer and Consent Solicitation is being made in reliance upon an exemption from registration under Section 4(2) of the Securities Act of 1933, as amended (the “Securities Act”), as well as Regulation S promulgated under the Securities Act. Accordingly, the new notes and the exchange common stock to be issued as consideration in the Exchange Offer and Consent Solicitation have not been initially registered under the Securities Act, or under any state securities laws and, unless and until so registered, none of the new notes or the exchange common stock may be offered, sold, exercised or converted except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and applicable state securities laws.

The Exchange Offer and Consent Solicitation is being made only to qualified institutional buyers and accredited investors inside the United States and certain non-U.S. investors located outside the United States that have executed and delivered an eligibility letter.

Documents relating to the Exchange Offer and Consent Solicitation will only be distributed to holders of Notes who complete and return the letter of eligibility confirming that they are

within the category of eligible holders for this private offer. Holders who desire a copy of the eligibility letter should contact the Information Agent and Exchange Agent for the Exchange Offer and Consent Solicitation, Global Bondholder Services Corporation, at (866) 387-1500 (Toll Free) or (212) 430-3774 (Banks and Brokers only).

This news release is neither an offer to purchase nor a solicitation of an offer to sell the Notes or the new notes to be issued as consideration in the Exchange Offer and Consent Solicitation. The Exchange Offer and Consent Solicitation is being made only by, and pursuant to, the terms set forth in the Offering Memorandum and Consent Solicitation Statement, dated as of June 26, 2009, as amended, and accompanying Letter of Transmittal and Consent, dated as of June 26, 2009, as amended, and the information in this news release is qualified by reference to the Offering Memorandum and Consent Solicitation Statement, as amended, and the accompanying Letter of Transmittal and Consent, as amended. Subject to applicable law, the Company may amend, extend or terminate the Exchange Offer and Consent Solicitation. Persons with questions regarding the Exchange Offer and Consent Solicitation should contact the Information Agent, Global Bondholder Services Corporation, at (866) 387-1500 (Toll Free) or (212) 430-3774 (Banks and Brokers only).

About MXenergy

MXenergy is one of the fastest growing retail natural gas and electricity suppliers in North America, serving approximately 500,000 customers in 39 utility territories in the United States and Canada. Founded in 1999 to provide natural gas and electricity to consumers in deregulated energy markets, MXenergy helps residential customers and small business owners control their energy bills by providing both fixed and variable rate plans. MXenergy is committed to best practices in environmental conservation and is a member of the Chicago Climate Exchange and an Energy Star Partner. For more information, contact Carole R. Artman-Hodge, Executive Vice President, MXenergy, at (203) 356-1318 or by email at investorrelations@mxenergy.com.

Forward-Looking Statements

The statements in this press release that are not historical facts are forward-looking statements that are subject to material risks and uncertainties. Investors are cautioned that any such forward-looking statements are not guarantees of future performance or results and involve risks and uncertainties, and that actual results or developments may differ materially from those in the forward-looking statements as a result of various factors. These risks and uncertainties include, but are not limited to, our future performance generally; our business goals, strategy, plans, objectives and intentions; our integration of the assets we acquired from Shell Energy Services Company, L.L.C. in August 2006; expectations concerning future operations, margins, profitability, attrition, bad debt, interest rates, liquidity and capital resources; and expectations regarding the effectiveness of our hedging practices and the performance of suppliers, pipelines and transmission companies, storage operators, independent system operators, and other counterparties supplying, transporting, and storing physical commodity. MXenergy does not undertake to update any forward-looking statements in this press release or with respect to matters described herein.

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