



FOR IMMEDIATE RELEASE

CONTACT: Carole R. Artman-Hodge
Tel: (203) 356-1318
Email: investorrelations@mxenergy.com

MXENERGY AMENDS EXCHANGE OFFER AND CONSENT SOLICITATION FOR ITS FLOATING RATE SENIOR NOTES DUE 2011

Stamford, Conn., August 17, 2009 – MxEnergy Holdings Inc. (the "Company" or "MXenergy") announced today that it has amended the terms of its previously announced private offer to exchange (the "Exchange Offer") any and all of the Company's outstanding Floating Rate Senior Notes due 2011 (CUSIP Nos. 62846X AA3; U62432 AA4; 62846X AC9) (the "Notes") held by eligible holders (each, a "Holder" and collectively, the "Holders"), excluding Notes held by the Company and its corresponding solicitation of consents from Holders of the Notes (the "Consent Solicitation") for certain amendments to the indenture under which the Notes were issued.

The Amended and Restated Confidential Offering Memorandum and Consent Solicitation Statement, dated August 14, 2009 (the "Offering Memorandum") amends and restates, and supersedes in its entirety, the original confidential offering memorandum and consent solicitation statement, dated June 26, 2009, as supplemented on July 2, 2009, July 13, 2009, July 17, 2009, July 28, 2009, August 3, 2009, August 10, 2009 and August 13, 2009 and the Letter of Transmittal, dated July 2, 2009 (the "Letter of Transmittal"), to, among other things:

- update the terms of the Exchange Offer and Consent Solicitation to reflect, among other things:
 - an increase from \$393.33 principal amount to \$426.96 principal amount of new 13.25% Senior Subordinated Secured Notes due 2014 (the "New Notes") being issued in the Exchange Offer; and
 - an increase from 188.91 shares of newly created Class A common stock of the Company, par value \$0.01 per share (the "Class A Exchange Common Stock") (representing 55.0% of the Company's common stock, par value \$0.01 per share (the "Common Stock") prior to grants under a management incentive plan) to 213.75 shares of Class A Exchange Common Stock (representing 62.5% of the Common Stock prior to grants under a management incentive plan) being issued in the Exchange Offer;
 - update the description of the terms of the New Notes contained in the "Description of the New Notes" section of the Offering Memorandum and throughout to reflect revisions and updates to the terms thereof, including,

among other things, with respect to an increase in the interest rate from 13% to 13.25%, the inclusion of subordination provisions and changes to the ranking of the New Notes, as well as the intercreditor and security provisions;

- update the description of the Common Stock and the inclusion of the Class D common stock, par value \$0.01 per share ("Class D Common Stock") contained in the "Description of Capital Stock" section of the Offering Memorandum and throughout to reflect revisions and updates to (i) the terms thereof, including, among other things, with respect to the governance arrangements (including special approval rights granted to the holders of Class A Exchange Common Stock, Class B Common Stock (as defined in the Offering Memorandum) and Class C Common Stock (as defined in the Offering Memorandum) and their respective directors) and (ii) the Amended Organizational Documents (as defined in the Offering Memorandum), the Stockholders Agreement (as defined in the Offering Memorandum), the Class A Voting Agreement (as defined in the Offering Memorandum), the Class C Voting Agreement (as defined in the Offering Memorandum) and the Equity Registration Rights Agreement (as defined in the Offering Memorandum);
- extend the early consent deadline and withdrawal deadline of the Exchange Offer and Consent Solicitation to 5:00 p.m., New York City time, on August 28, 2009 and the expiration date of the Exchange Offer and Consent Solicitation to 12:00 a.m. midnight, New York City Time, on August 29, 2009;
- update the conditions to the Exchange Offer and Consent Solicitation, including, among other things, to increase the minimum tender condition to 95%, extend the deadline for the closing until September 30, 2009, and to require the repayment of the Existing Denham Credit Facility (as defined below) for an aggregate cash payment not to exceed \$12.0 million plus accrued and unpaid interest owed thereon;
- add a requirement that all tendering holders of Notes, including Depository Trust Company ("DTC") participants transmitting their acceptance to DTC through ATOP, execute and deliver the Stockholders Agreement, the Notes Registration Rights Agreement (as defined in the Offering Memorandum), the Equity Registration Rights Agreement and the Class A Voting Agreement (as well as a completed Letter of Transmittal);
- update the disclosure in the Offering Memorandum to reflect subsequent amendments and waivers under the Company's existing revolving credit facility and the Company's existing hedge facility;
- update the disclosure in the Offering Memorandum related to the proposed new supply and hedge facilities to be implemented upon consummation of the Company's proposed restructuring plan and related to the Company's existing credit facility with Denham Commodity Partners LP (the "Existing Denham Credit Facility") that will now be repaid and terminated on the closing date of the Exchange Offer;
- update the "Unaudited Summary Pro Forma Data" and "Capitalization" and "Beneficial Ownership" sections of the Offering Memorandum; and

- update the "Certain Relationships and Related Transactions" section of the Offering Memorandum and throughout to reflect the treatment of existing holders of options and warrants.

As of 12:00 a.m. midnight, New York City time, on August 15, 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, as amended, 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 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, as amended, is being made only to qualified institutional buyers and accredited investors 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, as amended, 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. The Exchange Offer and Consent Solicitation, as amended, is being made only by, and pursuant to the terms set forth in the Offering, dated as of August 14, 2009 and the information in this news release is qualified by reference to the Offering Memorandum. The Offering Memorandum amends and restates, and supersedes in its entirety, the original confidential offering memorandum and consent solicitation statement, dated June 26, 2009, as supplemented on July 2, 2009, July 13, 2009, July 17, 2009 and July 28, 2009 August 3, 2009, August 10, 2009 and August 13, 2009, and the Letter of Transmittal, dated July 2, 2009. To the extent the terms contained in the Offering Memorandum are inconsistent with, or different from, those contained in the Letter of Transmittal, the terms contained in the Offering Memorandum, and not in the Letter of Transmittal, shall govern and be deemed to be incorporated by reference into the Letter of Transmittal. Holders are urged to read the Offering Memorandum, as amended, in its entirety for a description of all of the new terms of the Exchange Offer and Consent Solicitation and the other updates contained therein.

Subject to applicable law, the Company may further amend, extend or terminate the Exchange Offer and Consent Solicitation. Persons with questions regarding the Exchange Offer and Consent Solicitation, as amended, 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 ability to successfully consummate our proposed restructuring plan; 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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