



FOR IMMEDIATE RELEASE

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

Stamford, Conn., September 15, 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. Capitalized terms used herein shall have the meanings assigned to them in the Offering Memorandum (as defined below) unless otherwise indicated.

The Second Amended and Restated Confidential Offering Memorandum and Consent Solicitation Statement, dated September 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, the Amended and Restated Confidential Offering Memorandum and Consent Solicitation Statement, dated August 14, 2009, as supplemented, and the Letter of Transmittal, dated July 2, 2009 (the “Letter of Transmittal”), to, among other things:

- 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 September 18, 2009 and the Expiration Date of the Exchange Offer and Consent Solicitation to 12:00 a.m. midnight, New York City Time, on September 19, 2009;
- update the descriptions of the Amended Organizational Documents, the Stockholders Agreement, the Class A Voting Agreement, the Class C Voting Agreement and the Equity Registration Rights Agreement contained in the Offering Memorandum to reflect the final and execution copies of such Equity Documents;
- update the conditions to the Exchange Offer and Consent Solicitation to require, among other things, **the execution and delivery of (i) the Stockholders Agreement among the Company and (a) the holders of at least 90% of the shares of Class A Exchange Common Stock, (b)**

the holders of all of the shares of Class B Common Stock and (c) the holders of at least 90% of the shares of Class C Common Stock, (ii) the Class A Voting Agreement among the holders of at least 90% of the shares of Class A Exchange Common Stock, and (iii) the Equity Registration Rights Agreement among the Company and each holder of shares of Common Stock party thereto, each in form and substance reasonably acceptable to the Company and the Participating Debt Holders;

- update the descriptions of the New Notes contained in the Offering Memorandum;
- update the description of the Intercreditor Agreement contained in the Offering Memorandum;
- update the description of the Notes Registration Rights Agreement contained in the Offering Memorandum to reflect the execution copy of the Notes Registration Rights Agreement; and
- update the "Beneficial Ownership" section of the Offering Memorandum and the disclosures related to the calculation of the pro forma outstanding shares of Common Stock and each class of Common Stock contained in the Offering Memorandum.

As of 12:00 a.m. midnight, New York City time, on September 14, 2009, approximately \$157.9 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 Offering Memorandum DOES NOT change any of the economic or other material terms of the Exchange Offer and Consent Solicitation, as such terms were contained in the Amended and Restated Confidential Offering Memorandum and Consent Solicitation Statement, dated August 14, 2009.

In addition to the Offering Memorandum, the Company also distributed to Eligible Holders, final execution copies of (i) the Stockholders Agreement, (ii) the Class A Voting Agreement, (iii) the Equity Registration Rights Agreement and (iv) the Notes Registration Rights Agreement. As set forth in the Offering Memorandum, all Eligible Holders of Notes who have already tendered their Notes or who are planning on tendering their Notes in the Exchange Offer and Consent Solicitation, including The Depository Trust Company ("DTC") participants transmitting their acceptance to DTC through ATOP, are required to execute, and complete the requested information contained on, the signature pages to the Stockholders Agreement, the Class A Voting Agreement, the Equity Registration Rights Agreement and the Notes Registration Rights Agreement and return an original copy of the executed signature pages to the Stockholders Agreement, the Class A Voting Agreement, the Equity Registration Rights Agreement and the Notes Registration Rights Agreement (together with the completed Letter of Transmittal) to **Global Bondholder Services Corporation** at the address set forth in the Offering Memorandum.

Copies of the Second Amended and Restated Certificate of Incorporation of the Company and the Third Amended and Restated Bylaws of the Company, which will be adopted on the Closing Date, but **ARE NOT** required to be executed by Eligible Holders, were also distributed to Eligible Holders.

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 Memorandum, dated September 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, the Amended and Restated Confidential Offering Memorandum and Consent Solicitation Statement, dated August 14, 2009, as supplemented, 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. Holders are also urged to read all of the Equity Documents and the Notes Registration Rights Agreement distributed with the Offering Memorandum because they define the rights of Holders who participate in the Exchange Offer and Consent Solicitation.

Subject to applicable law, the Company may further amend, extend or terminate the Exchange Offer and Consent Solicitation. Persons with questions regarding the Exchange 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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