



PARTNERSHIP BETWEEN DIRECT ENERGY AND PURE ENERGIES TO OFFER NO-COST HOME SERVICES AND SOLAR

TORONTO, September 10, 2010 – [Direct Energy](#) and [PURE Energies](#) are pleased to announce a new partnership which will promote a cleaner environment and energy efficiency for residential homes – at no cost to the home owner – through a unique offer which bundles home services with solar power.

“Pairing solar power – a renewable resource - with high efficiency heating and cooling equipment and annual maintenance service is an amazing opportunity for home owners to embrace a greener home and realize substantial energy savings,” said Chris Buitron, Senior Marketing Director, Direct Energy Home Services. “We are always promoting [energy efficiency](#) tips and measures to consumers at large, while working to develop innovative ways to help our customers be more energy efficient.”

PURE Energies – a provider of the world’s leading PV ([photovoltaic](#)) solar panels and inverters – will install and service solar systems that would normally cost between \$40,000-80,000. Homeowners can choose from different ‘bundle’ plans based on PV panel size. Each bundle is a combination of high efficiency heating and cooling equipment and products and a related maintenance package. Annual maintenance is core to ensuring cooling and heating appliances run smoothly and efficiently during their lifespan.

“We’re excited to partner with Direct Energy and provide customers the opportunity to take part in this unique solar and home services program. Installation of solar panels and high efficiency heating and cooling appliances ultimately increases the value of the customers most important asset – their home,” said Zbigniew Barwicz, President and CEO, PURE Energies. “The big plus here is the home owner will not be responsible for any out-of-pocket costs for installation of the PV panels, purchase of high efficiency appliances or their maintenance services.”

The solar generated energy takes advantage of the [Ontario Power Authority’s Feed-in-Tariff program](#). Energy generated by PURE Energies’ PV (photovoltaic)solar panels helps pay for Direct Energy’s home services, yearly maintenance programs and high efficiency [heating](#) and [cooling](#) equipment.

The exclusive pairing of solar power bundled with high efficiency heating and cooling equipment and annual maintenance is a great opportunity for builders

and home owners to commit to energy efficiency with no out-of-pocket costs to themselves.

About Direct Energy

Direct Energy is North America's largest provider of heating & cooling, plumbing and electrical services and a leading energy and energy-related services provider with over six million residential and commercial customer relationships. Direct Energy provides customers with choice and support in managing their energy costs through a portfolio of innovative products and services. A subsidiary of Centrica plc (LSE: CNA), one of the world's leading integrated energy companies, Direct Energy operates in 46 U.S. states plus the District of Columbia and 10 provinces in Canada. To learn more about Direct Energy, please visit www.directenergy.com.

About PURE Energies

PURE Energies Inc. is a Canadian renewable energy company providing solar energy systems under the Ontario Power Authority's Micro FIT program. The Company designs, installs, finances, operates and maintains residential rooftop solar systems with a 20 year guarantee – provided free of charge to the homeowner. Headquartered in Toronto and founded by an experienced team of global solar and finance specialists, PURE Energies is the leading residential solar development company in the Ontario market. To learn more about PURE Energies visit www.pure-energies.com.

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For further information, please contact:

Crystal Jongeward
Direct Energy
416.590.3248
Crystal.Jongeward@directenergy.com

Energy efficiency tips: www.davescorner.ca
Twitter: @cjongeward

Or

Ryan McCalley
PURE Energies
416.913.0787
rmccalley@pure-energies.com.