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Choice Energy Services Offers Custom Energy Solutions to Customers in PPL Market in Pennsylvania

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Leading Energy Brokerage Firm Expands into Central Pennsylvania as Deregulation Continues

HOUSTON--(Business Wire)--

Choice Energy Services (CES), a leading energy consulting and brokerage firm, has announced its expansion into central and northeastern Pennsylvania, an area previously serviced only by the Pennsylvania Power and Lighting Corporation (PPL). CES will provide consulting and brokerage services to commercial and industrial businesses immediately, as deregulation takes effect in the PPL market territory.

"Choice Energy Services offers unparalleled experience and an unbiased view of the market to its customers, assisting them in securing the lowest energy prices available along with the best service and support in the industry," said John Elias, Senior Energy Broker, CES. "Choice is proud to serve Pennsylvania businesses looking to reduce energy costs by locking in a lower-cost, fixed electric plan when rate caps expire in the new year."

While rate caps don't expire until January 1, 2010, now is the time to shop for a new energy provider. Energy prices are the lowest they have been in years, and the switching process for commercial and industrial entities can take up to two months - meaning the time to act is now. Since its inception, CES has brokered more than 400 billion kilowatt hours of electricity, and has saved its 4,000-plus clients more than \$1 billion in energy costs.

"One of the key benefits of working with Choice is that we do the leg work for you - it could take days, weeks or even months for a company to research the available energy options and negotiate the best rate and contract terms," said Elias. "Choice handles this time consuming process for customers so they can continue focusing on their core business."

CES was founded in 2002 as a result of electricity deregulation in Texas, and has since expanded into every deregulated electricity market in the country. With the goal of helping customers reduce energy costs, better manage budgets and lower overall risk, CES is a leading provider of electricity brokerage services in the United States.

About Choice Energy Services

Choice Energy Services was founded in 2002 in line with the deregulation of the Texas retail electric market and has since expanded into every deregulated market in the state. Headquartered in Houston, Texas, Choice Energy Services has transacted over 400 billion kWh of electricity since inception.

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