



For Immediate Release

**AAHOA member, Surti Leuva Patidar Samaj, Signs Multi-Year Renewal
with Tara Energy for Energy Supply**

Houston, TX, October 20, 2015; [Tara Energy](#), a division of [Just Energy Group Inc.](#), is pleased to confirm that it has renewed a multi-year energy contract with Surti Leuva Patidar Samaj (SLPS). SLPS members comprise one of the largest membership bodies of the Asian American Hotel Owners Association (AAHOA), a national trade organization whose members, including SLPS, own and operate approximately two million hotel rooms in the US. AAHOA represents the largest hotel owners association in the world with nearly 50% of all hotels owned by its US members.

Tara Energy is Diamond Partner to SLPS' new community center in Irving. The facility is used for all religious and cultural activities for the Surti Leuva community, and is a prime venue for events for the Dallas South Asian community. The four and five year energy contracts – representing nearly 10,000 residential customer equivalents – confirms the trust and loyalty that the company has established over the past decade, and cements Tara Energy's position in the Texas affinity market.

"Tara has been the leading electricity provider to the hospitality industry in Texas since 2003" says Mohsin Khoja, Senior VP and General Manager at Tara Energy. "This long-term renewal of key hotel properties in Northern Texas is a tribute to our alliance with the Asian American Hotel Owners Association and specifically our decade-long partnership with the SLPS community in Texas."

"With our 12 year relationship with Tara Energy, we have found an Affinity partner who not only gives back to their members, but also helps to invest in their future" says Raj Patel, SLPS President. "We sincerely appreciate their hands-on personal approach, as evident in our positive experiences with Khalil Jinnah. Khalil engaged the membership and developed our Affinity partnership, supporting our community center in Irving and paving the way for our long term renewal. We also acknowledge Ashar Jafri for his exceptional long term involvement and customer service to our members. We look forward to continuing our relationship and referring our ever-increasing members and business relationships to Tara. We are proud to partner with Tara Energy!"

"Despite being heavily courted by competing companies, we chose to remain with Tara Energy for the preferred pricing they offer to members and the superior customer service we have come to know and rely on" says Suresh Patel, Chief Trustee at SLPS, and Chairman & CEO of Whitestone Hospitality.

About Tara Energy

Tara Energy is a leading Retail Electric Provider in Texas serving both residential and commercial customers. Founded in 2002, the Houston-based company is also one of the leading affinity-based marketers in the state. Partnering with numerous trade associations that represent over 1.5 million affinity members, Tara combines superior value with a commitment to personalized customer service. By putting its customers first, the company enjoys consistently high levels of retention and satisfaction. Tara Energy is a subsidiary of Just Energy Group Inc., a publicly traded company (NYSE:JE and TSX:JE) serving close to two million customers across North America. Visit <http://www.taraenergy.com/> to learn more.

About Surti Leuva Patidar Samaj (SLPS)

SLPS of DFW is a nonprofit religious, cultural, and non-political organization established to provide a forum for meeting, facilitating and encouraging religious observance, sharing ideas, providing cultural programs, and endeavoring towards community advancement. The organization aims to provide, promote, and celebrate, religion, culture, and education among Surti Leuva Patidars and the Greater South Asian Community in the DFW Metroplex. SLPS also strives to unite, educate, and preserve religious and cultural heritage for present and future generations.

About Asian American Hotel Owners Association (AAHOA)

Founded in 1989, AAHOA is the largest hotel owners association in the world, with more than 14,500 small business owner-members. AAHOA members own more than 20,000 properties, amounting to nearly 50 percent of all hotels in the United States, and employ nearly 600,000 workers, accounting for over \$9.4 billion in payroll annually.

###

Media Contact:**Just Energy**

Al Shulman

Vice President, Marketing

Tel: 905.670.4440 x74469

ashulman@justenergy.com