



For Immediate Release

Just Energy Customers Now Get More in Comfort, Convenience and Control with FilterEasy Partnership

Houston, TX, May 3, 2016: [Just Energy](#) is pleased to announce that it is partnering with [FilterEasy](#), a subscription-based service that delivers air filters directly to homes and businesses. The service will be available as an add-on option for Just Energy customers and complements the company's portfolio of innovative energy management solutions designed to deliver the best in value and convenience for consumers.

Regular air filter replacement is an important, yet often overlooked task. Now, customers can simply contact Just Energy and sign up. Members can select the filter of their choice, the required size for their home or business, and how often they'll be changed. The filters will be delivered to customers right at their doorstep, acting as a physical reminder to make the change, thereby simplifying the process and removing the hassle of having to keep track of their next scheduled switch. Customers will receive emails in advance to advise their shipment is on its way. Routine air filter replacement can help maintain home/business energy efficiency, avoid HVAC repairs and contribute to healthier indoor air quality.

"This latest service is one more way we are working hard to put greater control into the hands of our customers" says James Lewis, Co-CEO of Just Energy. "By simply changing their air filters regularly, home and business owners can help maintain the efficiency of their heating and cooling systems, which results in reduced energy expenses. We are constantly looking for innovative ways to enhance customer experiences and add value. With FilterEasy, subscribers save on time and money, giving them one less thing to worry about."

"Just Energy's forward thinking approach to customer engagement and support, exemplifies exactly what we're looking for in a partner" says Adam Tury, FilterEasy's Chief Growth Officer. "We're excited to support the Just Energy team in continuing to deliver cutting edge products and programs within the retail energy space."

The air filter orders typically ship within 12 business days. Customers can contact Just Energy directly with any customer service queries including billing, shipping, delivery, and tracking information.

The service is currently available in Texas under the company's Amigo Energy brand and will soon expand to other markets across the United States and Canada under the Just Energy brand.

With the achievement of certain sales milestones, Just Energy has the opportunity to gain ownership interest in FilterEasy. The ownership potential builds on the company's ability to offer a wider scope of energy management solutions for residential and commercial customers now, and well into the future.

About Just Energy Group Inc.:

Established in 1997, Just Energy (NYSE:JE, TSX:JE) is an energy management solutions provider specializing in electricity, natural gas, solar and green energy. With offices located across the United States, Canada, and the United Kingdom, Just Energy serves approximately two million residential and commercial customers. The company offers a wide range of energy products and home energy management services including long-term fixed-price, variable price, and flat bill programs, smart thermostats, and residential solar solutions. Just Energy Group Inc. is the parent company of Amigo Energy, Commerce Energy, Green Star Energy, Hudson Energy, JE Solar, Tara Energy and TerraPass. Visit justenergygroup.com to learn more. Also, find us on [Facebook](#) and follow us on [Twitter](#).

About FilterEasy:

[FilterEasy](#) is a membership based subscription service that delivers quality air filters directly to your home. After a painful and time-consuming experience buying air filters, founders Kevin Barry and Thad Tarkington, began working on a service that would simplify the process. In March of 2014, FilterEasy.com was officially launched, giving members a one-stop shop for all their air filter needs. FilterEasy offers three different filter grades and creates a customized delivery schedule, enabling members to receive filters when it's the correct time for them to be changed.

FORWARD-LOOKING STATEMENTS

Just Energy's press releases may contain forward-looking statements including statements pertaining to customer revenues and margins, customer additions and renewals, customer attrition, customer consumption levels, general and administrative expenses, dividends, distributable cash and treatment under governmental regulatory regimes. These statements are based on current expectations that involve a number of risks and uncertainties which could cause actual results to differ from those anticipated. These risks include, but are not limited to, levels of customer natural gas and electricity consumption, rates of customer additions and renewals, rates of customer attrition, fluctuations in natural gas and electricity prices, changes in regulatory regimes and decisions by regulatory authorities, competition and dependence on certain suppliers. Additional information on these and other factors that could affect Just Energy's operations, financial results or dividend levels are included in Just Energy's annual information form and other reports on file with Canadian securities regulatory authorities which can be accessed through the SEDAR website at www.sedar.com, on the U.S. Securities Exchange Commission's website at www.sec.gov or through Just Energy's website at www.justenergygroup.com.

Neither the Toronto Stock Exchange nor the New York Stock Exchange has approved nor disapproved of the information contained herein.

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