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**For Immediate Release**

**AMBIT KEEPS SAVINGS SIMPLE FOR TEXAS ELECTRIC CUSTOMERS**

*Company Offers All Texas Residential Customers a Flat 12.99¢ Per kWh*

DALLAS, TEXAS (December 19, 2006) - Chris Chambless, Co-Founder and Chief Marketing Officer of Ambit Energy, LP, announced today that beginning January 3, 2007, electricity consumers in Texas deregulated markets will have the opportunity to simplify their savings by switching to Ambit's Heart of Texas Plan.

"With so many complex plans out there to choose from, confusion is at an all-time high," said Mr. Chambless. "We believe we can help consumers by providing one plan with one low rate across the state."

Ambit's new Heart of Texas plan will provide month-to-month and term customers one low rate of \$0.1299 per kilowatt hour (kWh) regardless of where they live in Texas. Ambit also promotes a policy of "no cost to switch" and "no hidden fees" with both their monthly and term products. Additionally, Ambit offers customers one of the most attractive travel reward programs in the industry.

"Our highest priority is to provide our customers with an exceptional experience, but that does not mean they will pay a higher rate. Ambit's Heart of Texas plan can save TXU customers in the Dallas area up to 17% off of their monthly electric bill and Reliant customers in the Houston area over 22%," said Mr. Chambless. "These are impressive savings."

With the deregulation of electricity in the \$24 billion Texas market, thousands of electricity consumers are realizing the value of switching providers to get lower rates on their bills. The Public Utility Commission of Texas offers rate comparisons at [www.powertochoose.org](http://www.powertochoose.org). Ambit Energy's \$0.1299 price per kilowatt hour (kWh) is based on monthly usage of 1,000 kWh or more. A monthly meter charge will be assessed for customers using less than 1,000 kWh.

Based in Dallas, Texas, Ambit Energy, L.P. is a retail electric provider licensed by the Public Utility Commission of Texas (PUCT Certificate #10117) to offer residential electric services throughout the state. For more information on Ambit Energy, please visit the company's website at [www.ambitenergy.com](http://www.ambitenergy.com).

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