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For Immediate Release

JUSTGREEN MAKES DONATION TO REDUCE DREAM IN GREEN'S CARBON FOOTPRINT

"Partnership Launches at Annual Fundraiser April 11 in South Florida to educate and encourage participation"

March 11, 2014 - Miami, Fla. - JustGreen, a Just Energy Group Inc. (NYSE/TSX: JE) brand, together with Dream in Green (DIG) are partners to promote green energy and help educate South Florida communities on how to conserve and live a greener lifestyle. The partnership will officially kick off at Dream in Green's annual fundraiser on April 11, 2014 at The Standard Hotel in Miami Beach, Florida. The carbon neutral event will celebrate DIG's eight years of building a greener world. Guests are encouraged to offset their travel to and from the event.



To help DIG reach its green goals, JustGreen has donated carbon credits to offset the greenhouse gas emissions associated with the operations of Dream in Green's headquarters in Miami, Florida as well as all of their workshops, events and the winner of the Green School's Challenge. The offset donation is equivalent to planting approximately 25,000 trees and taking over 200 passenger cars off the road for a year (Calculations from EPA's Clean Energy Calculator).

"We are proud to partner with such a dedicated environmental organization as Dream in Green," said JustGreen Executive Vice President Gerardo Manalac. "We look forward to our continued collaboration and to provide support to their educational programs and help raise awareness of the importance of doing our part to help stop global warming."

As a carbon neutral organization, Dream in Green will encourage the communities they serve to offset the carbon emissions associated with their lifestyles with a variety of carbon offset products.

"Dream in Green is proud to be a carbon neutral organization thanks to Just Green's carbon credit program. This was the missing link to our 'greening' efforts; Just Green will now be helping us offset the emissions we are not able to eliminate on our own to significantly reduce our carbon footprint from our operations, events and workshops," said Karla Utting, Programs Director at Dream in Green.

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About JustGreen

JustGreen is Just Energy Group's green energy initiative that can help us all work towards a cleaner planet by pursuing renewable and sustainable energy solutions that support green projects across North America. The Company's JustGreen Lifestyle products provide consumers and businesses with the ability to help them reduce the environmental impact of their everyday energy use through carbon offsets and renewable energy credits.

Visit www.justgreencommunity.com to learn more. Also, find us on Facebook and follow us on Twitter.

About Dream in Green

Dream in Green (DIG) is a Miami-based 501(c)(3) non-profit organization focused on promoting energy and water conservation and environmental sustainability in South Florida through innovative educational programs. DIG builds partnerships with schools, local governments, organizations and businesses for the purpose of reducing greenhouse gas emissions, waste, and our reliance on fossil fuels. Its programs emphasize education and behavior change. DIG is best known for its award-winning Green Schools Challenge program, currently in its seventh year and serving 165 schools and over 160,000 K-12 students, teachers and staff members in Miami-Dade County. DIG's second most successful program is the Home Energy Savings Program which aims to reverse the trend of global climate change by providing homeowners with information, resources and incentives to reduce household energy and water consumption and minimize waste. It has allowed households to reduce utility costs by 30-40% and lower their carbon emissions by 10,000 pounds per year.

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