



JUST ENERGY SELECTS SUNGEVITY TO GROW SOLAR FOOTPRINT IN LEADING U.S. MARKETS

--Energy Solutions Leader with Nearly Two Million Customers to Leverage Sungevity's Marketing and Sales Platform--

OAKLAND, CA, and TORONTO, ONTARIO – (November 30, 2016) - Sungevity, Inc., a technology company whose platform enables the sale and installation of solar energy systems to residential and commercial customers in the United States and internationally, and Just Energy Group Inc. (NYSE:JE, TSX:JE), an energy management solutions provider specializing in electricity and natural gas commodities, energy efficiency solutions, and renewable energy options, today announced a partnership aimed at accelerating solar adoption in several of the leading U.S. solar markets.

Commencing in January 2017, Just Energy will leverage Sungevity's industry-leading platform to sell Sungevity Energy Systems to customers in California, Massachusetts, New Jersey and New York, four of the top ten solar markets¹ in the nation according to the Solar Energy Industry Association (SEIA). Just Energy services nearly two million customers in North America and the UK with energy solutions, including green energy product options and energy efficient programs that empower customers to support a cleaner environment. Sungevity directly services solar customers across the U.S. and Europe, and also leverages its innovative platform with a broad range of strategic partners to rapidly scale its business. The two companies share a customer-centric approach to business and will work together through this partnership to provide residential customers with best-in-class solar products and services.

"As a proven leader in energy management solutions, we were looking for the best partner to scale our solar offering," said Deb Merrill, President and Co-CEO at Just Energy. "Given their platform and approach to customer service, we recognized Sungevity to be the right choice. Just Energy solar customers will immediately benefit from Sungevity's post-sale management and installation capabilities."

"At Sungevity, we are focused on strategic growth through our partner eco-system, and our partnership with Just Energy, one of the leading energy management companies, is a natural fit," said Andrew Birch, Sungevity's Co-Founder and Chief Executive Officer. "Just Energy's ability to deliver proven value to homeowners for twenty years and our best-in-class platform will enable Just Energy to more efficiently scale their solar footprint and offer customers the very best solar experience."

With this latest partnership, Just Energy joins a growing list of companies across the U.S. and Europe who use the Sungevity platform to market and sell residential solar. In the last several months, Sungevity has continued to demonstrate that it is the solar platform company of choice by landing reseller partnerships with Solar Brokers Canada and C-TEC Solar. In August, Sungevity announced a partnership with ENGIE Electrabel to provide a full suite of solar services to electricity customers in Belgium. Other organizations that are leveraging Sungevity's platform to scale solar adoption include: The Sierra Club, the nation's largest and most influential grassroots environmental organization; the University of California, Berkeley, the world's premier public University; and Lowe's, a FORTUNE® 50 home improvement company, among many others.

ABOUT JUST ENERGY GROUP INC.

Established in 1997, Just Energy (NYSE:JE, TSX:JE) is a retail energy provider specializing in electricity and natural gas commodities, energy efficiency solutions, and renewable energy options. With offices located across the United States, Canada, and the United Kingdom, Just Energy serves approximately two million residential and commercial customers providing homes and businesses with a broad range of energy solutions that deliver comfort, convenience and control. Just Energy Group Inc. is the parent company of Amigo Energy, Commerce Energy, Green Star Energy, Hudson Energy, Just Energy Solar, Tara Energy and TerraPass. Visit justenergygroup.com to learn more. Also, find us on [Facebook](#) and follow us on [Twitter](#).

ABOUT SUNGEVITY

Sungevity is a technology company whose platform enables the sale and installation of solar energy systems to residential and commercial customers in the United States and internationally. Sungevity serves customers in 14 U.S. states and the District of Columbia, as well as in the Netherlands, Belgium, Germany and the United Kingdom. The company's asset-light business model focuses on value-added in-house services for software platform development, project management and customer experience; this focus is enabled by a strong, scalable network of third-party providers for asset-intensive and/or lower margin provision of hardware, installation services and financing. Sungevity's disruptive and competitive model delivers greater value directly to customers and, for stockholders, captures immediate financial value at the time of sale. For more information visit www.sungevity.com.

¹SEIA/GTM U.S. Solar Market Insight 2015 Report

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