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For Immediate Release

Ambit Energy Announces New York Launch

DALLAS, TEXAS (April 17, 2007) - Ambit Energy announced today that it will begin providing electricity service to residents of all five boroughs of New York City and Westchester County in the State of New York, effective May 25, 2007.

Ambit last year secured approval from the New York State Public Service Commission to become an Energy Services Company (ESCO) serving residential electric customers in New York State. Meanwhile, the company has undertaken comprehensive steps during a Pre-launch phase to ensure that Ambit customers and Independent Consultants will have a positive, seamless experience in the New York market.

"In keeping with Ambit's commitment to becoming the finest and most respected retail energy services company in the country, we are expanding our operations beyond Texas to serve the New York market," said Chris Chambless, Ambit Energy Co-Founder and Chief Marketing Officer. "We have upgraded all of our systems to accommodate this expansion so that our New York customers and customer gatherers will experience the same seamless transition to Ambit Energy service as people in Texas when switching electricity suppliers.

"Our goal is to provide savvy entrepreneurs in New York the opportunity to build residual income in the electricity industry, on a part or full-time basis, by acquiring customers and building a team of customer gatherers," Mr. Chambless adds. "We are building on our success in Texas with a proven business model and taking our best practices into this new market. We are very excited about the opportunity to help customers save money on their monthly electricity bills, and to help our customer gatherers make money."

Ambit Energy, L.P. is a retail electric provider based in Dallas, Texas. Ambit currently provides electricity service to residential customers in deregulated Texas markets. Additional information on Ambit can be found at www.ambitenergy.com.