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**TARA ENERGY spreads the word about the power of community spirit.
RUNS TV AD IN TEXAS DURING SUPERBOWL XLII**

HOUSTON – February 1, 2008 – Tara Energy (Tara) announced that the company will run a television commercial in the Houston, Dallas and Austin markets during Super Bowl XLII, to be broadcast on February 3, 2008. The commercial highlights Tara’s belief in the power of businesses coming together with individuals and communities to make a positive impact on the larger community.

Joining an outstanding lineup of advertising spots, Tara’s commercial will focus on the community spirit of the company, which goes beyond providing retail electricity to commercial and residential customers.

“We are delighted to share our belief with millions of Super Bowl viewers and hope to inspire others to get involved within their own communities as well,” said Adil Jafry, Chief Executive Officer of Tara Energy. “Visionaries across Texas dreamed of a free electricity market where energy companies like Tara could combine market forces, compassion, and creativity to bring value to their customers, and we aspire to turn that hope into reality by energizing Texas communities with our products and involvement.”

Illustrating a practical application of this philosophy, Tara recently introduced a residential electricity product called **Save & Care Plan**[™]. Through Save & Care Plan, Tara contributes a portion of each participating residential customer’s monthly bill to a charity of the customer’s choice.

Tara’s residential customers can currently select their beneficiary organization of choice from a variety of participating non-profit organizations, including the Texas Parent–Teacher Association (PTA), the American Heart Association, the Sunshine Kids Foundation, the American Cancer Society, Houston and other affiliates of Susan G. Komen for the Cure and many others. As a tie-in to the Super Bowl commercial, several

of Tara's customers and partnering organizations will be featured on the company's website, expressing their views on how people can come together to create a positive impact in their communities.

"Save & Care is a product that reflects Tara's culture and its values, and is something we believe our customers feel good about because it empowers them to support causes and organizations they believe in," Jafry said. He added that while its charitable component makes Tara's new electricity product unique, Save & Care plans are competitively priced with other retail electricity companies.

About Tara Energy

Founded in 2002 and headquartered in Houston, Tara Energy is one of the largest independent retail electricity providers in the state of Texas. Tara is empowering its customers by providing them value through competitively-priced electricity and outstanding personalized service. Tara is also proudly empowering communities by supporting causes that matter to its customers through innovative contribution programs. To learn more about Tara and its commercial and residential energy services, visit the company's website at www.TaraEnergy.com.

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