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**TARA ENERGY OFFERS EXPANDED SERVICE LEVELS
DURING HURRICANE IKE AND ITS AFTERMATH**

HOUSTON — Tara Energy (TARA), recognizing the critical importance of having timely information about power outage and restoration in the wake of Hurricane Ike, is providing around-the-clock emergency support to its customers in the CenterPoint and Texas-New Mexico Power territories. TARA's operations are being conducted out of its Austin office per the company's emergency operations guidelines. The company's customer care and operations teams have been working 24 hours a day to offer live support and take reports of power outages from thousands of customers.

"Our primary goal has been to disseminate the information to the appropriate Transmission & Distribution utilities regarding power related situations on a timely basis," said Liz Reyna, head of TARA's emergency operations. "And while it is not possible for us to provide an accurate estimate of when customers' power will be restored, we are working hard to provide each customer with accurate information, so that people without power know what is going on, since in many cases they don't have access to television, radio, or the internet."

"We are proud of the dedication shown and sacrifices made by our employees to help us be responsive to our customers' needs," said Adil Jafry, Chairman and CEO of Tara Energy. "Our disaster preparation team is working diligently to ensure that our customers have all the information and support they need to help them better manage any disruptions to their homes or businesses. We feel extremely fortunate that our operations are intact, despite the significant damage that has occurred in Galveston and Houston," Jafry added.

Throughout Hurricane Ike's landfall and its aftermath, Tara Energy has ensured that its customers can reach a live person for help at any time of day or night by calling its toll-free number, 1-866-438-8272. Customers with internet access also have access to their account

and bill payment facilities, as well as other useful hurricane-related information and tips at www.TaraEnergy.com.

Hurricane Ike has caused widespread power outages in the Greater Houston area and other regions across southeast Texas, leaving more than 2.2 million people without power. According to estimates as of September 18, more than 1.2 million households are still without power. TARA applauds the herculean effort of local Transmission and Distribution utility companies including CenterPoint Energy, Entergy Texas, and Texas New Mexico Power that are working around the clock with out-of-state reinforcements to restore power as quickly as possible.

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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