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PRESS RELEASE

Just Energy Reports Fiscal 2012 Annual and Fourth Quarter Results –

Record 1,091,000 Customers Added through Marketing
Customer Base reaches 3.9 Million, up 17% Year over Year
Gross Margin up 5% per share
Adjusted EBITDA up 7% per share
Payout Ratio of 62% on Adjusted EBITDA versus 66% in Fiscal 2011

Management Provides Guidance for Fiscal 2013
Gross Margin Growth of 10% to 12% and Adjusted EBITDA Growth of 8% to 10%, Substantially Higher than the Targets achieved in Fiscal 2012

TORONTO, ONTARIO - - May 17, 2012 - -

Highlights for the year ended March 31, 2012 included:

- Gross additions though marketing were a record 1,091,000, up 9% from the 999,000 added in fiscal 2011 and up 116% from 505,000 added in fiscal 2010.
- Record additions of 429,000 by the Consumer (residential) division and 662,000 by the Commercial division.
- Net customer additions, including customers acquired with Fulcrum, were 556,000 for the year. Excluding Fulcrum customers, net additions were 316,000.
- Customer base reached 3,870,000 RCEs, up 17% year over year.
- Customer attrition rates improved to an annual rate of 13% from 15% in fiscal 2011. Customer renewal rates declined slightly from 65% to 64% in fiscal 2012.
- National Home Services water heater and HVAC installed base up 39% to 165,400. NHS revenue and gross margin were up 58% and 78%, respectively, year over year.

- Gross margin of $517.5 million, up 7% year over year (5% per share), equaling published guidance.
- Adjusted EBITDA of $283.1 million, up 9% (7% per share) versus $259.0 million in fiscal 2011, exceeding published guidance of 5% per share.
- Dividends of $1.24 per share were paid in fiscal 2012, equal to the dividends/distributions paid in fiscal 2011.
- Dividend payout ratio on Adjusted EBITDA of 62%, down from 66% in fiscal 2011.

Highlights for the three months ended March 31, 2012 included:

- Customer additions through marketing were a record 316,000, up 36% from 232,000 in Q4 fiscal 2011 and 131,000 in Q4 of fiscal 2010.
- Net customer additions were 112,000 in Q4, up 53% from 73,000 in fiscal 2011.
- Extremely warm winter weather causes sharp decline in gas consumption. Heating degree days in Just Energy's gas markets were, on average, approximately 15% warmer than normal for the quarter.
- Gross Margin of $173.3 million, up 1%.
- Adjusted EBITDA of $109.3 million, down 5%.
- Dividend payout ratio on Adjusted EBITDA of 40% up from 38% in Q4 fiscal 2011.

Just Energy Fiscal 2012 Results

Just Energy announced its results for the year ended March 31, 2012.

Three months ended March 31, ($ millions except per share)	2012	Per share	2011	Per share
Sales	$820.4	$5.80	$941.3	$6.75
Gross margin	173.3	1.23	172.4	1.24
Adjusted EBITDA	109.3	0.77	114.9	0.82
Net income (loss)	(76.9)	(0.54)	37.1	0.27
Dividends	44.2	0.31	43.2	0.31
Long Term Customers	3,870,000		3,314,000	
Year ended March 31, ($ millions except per share)	**2012**	**Per share**	**2011**	**Per share**
Sales	$2,785.3	$19.70	$2,953.2	$21.38
Gross margin	517.5	3.66	481.6	3.49
Adjusted EBITDA	283.1	2.00	259.0	1.88
Net income (loss)	(126.6)	(0.90)	352.9	2.56
Dividends/Distributions	175.4	1.24	170.0	1.24
Payout ratio on Adjusted EBITDA	62%		66%	

Just Energy Group converted to a TSX-listed corporation from an income trust on January 1, 2011. It has subsequently listed on the New York Stock Exchange effective January 30, 2012. The Company reports in its Management's Discussion and Analysis, a detailed calculation of Adjusted EBITDA as its best measure of operating performance.

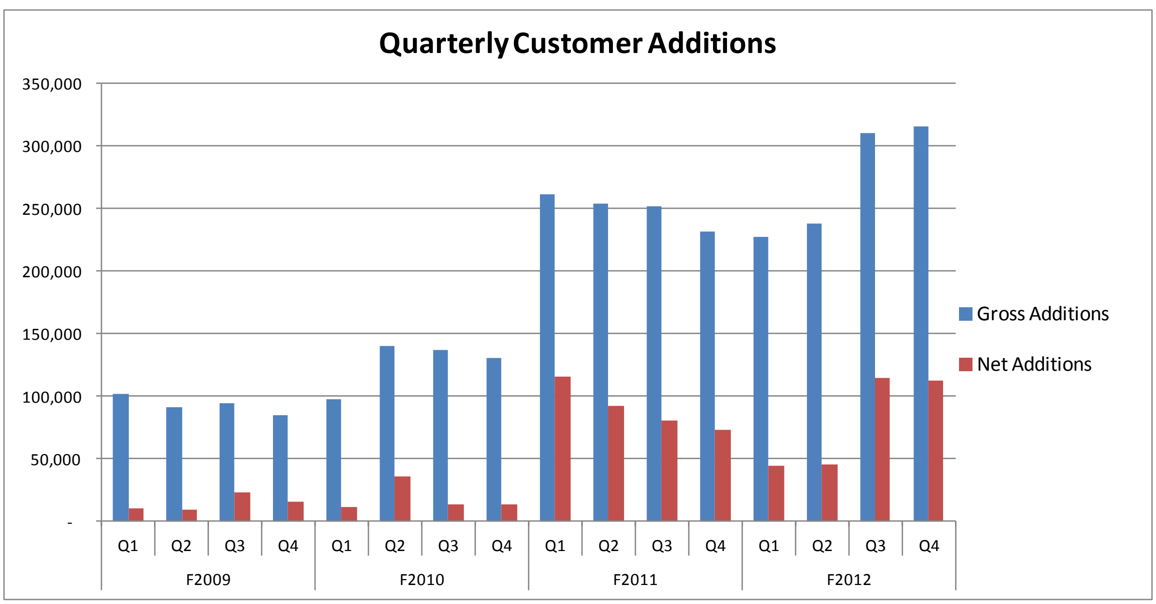
Customer Aggregation

As a marketing company, the most important driver of Just Energy's growth is its ability to grow its customer base. Fiscal 2012 saw record customer additions through marketing top one million customers added for the first time. This growth was driven by record additions in both the Consumer and Commercial divisions.

LONG-TERM CUSTOMER AGGREGATION

	April 1, 2011	Additions	Acquired	Attrition	Failed to renew	**March 31, 2012**	% increase (decrease)
Natural gas							
Canada	656,000	63,000	-	(61,000)	(100,000)	**558,000**	(15)%
United States	574,000	135,000	-	(134,000)	(24,000)	**551,000**	(4)%
Total gas	1,230,000	198,000	-	(195,000)	(124,000)	**1,109,000**	(10)%
Electricity							
Canada	736,000	102,000	-	(71,000)	(69,000)	**698,000**	(5)%
United States	1,348,000	791,000	240,000	(213,000)	(103,000)	**2,063,000**	53%
Total electricity	2,084,000	893,000	240,000	(284,000)	(172,000)	**2,761,000**	32%
Combined	3,314,000	1,091,000	240,000	(479,000)	(296,000)	**3,870,000**	17%

Overall, the customer base grew 17% year over year reaching almost 3.9 million. The chart below shows the positive trend in customer additions.



Each of the steps the Company has taken over the past three years to add additional sales channels have been successful. The core Consumer division residential marketing generated 429,000 new customers, up 1,000 from the previous record 428,000 added in fiscal 2011. This increase is in addition to the significant role the sales force plays in renewing customers.

Commercial additions were 662,000, up 16% from the previous record 571,000 added in fiscal 2011. The growth in Commercial has far exceeded management's expectations when Hudson Energy was acquired two years ago. The division has grown to 1.9 million customers since its formation following the Hudson purchase. These customers generate, by design, lower per-customer margins than the traditional residential base but their payback is less than 18 months on aggregation cost, just like a residential customer. While this results in slower margin growth than the growth in the customer base, this is a very lucrative business as each customer equivalent brings lower customer aggregation costs and lower ongoing customer care expenses.

Other new marketing channels include initial steps into internet acquisition and telemarketing. A very high growth vehicle is the network marketing unit, Momentis. From a standing start with 3,500 independent representatives at the beginning of the year, Momentis has grown to 47,800 independent representatives at year end. With the rapid ramp-up, Just Energy is only now starting to see the benefit of this unit in new customer contracts and sales of other products.

The year also saw the acquisition of Fulcrum which, along with 240,000 new customers, brought an expertise in affinity marketing which the Company hopes to roll out in other major markets in coming years.

Energy marketing is seeing success in all its channels. With the continued confidence in these sales channels, the Company intends to invest to grow each to its potential.

A second area of growth is National Home Services. The water heater and HVAC rental division saw installed units increase by 39% year over year. Revenue and gross margin are up 58% and 78%, respectively. These products are a natural extension of Just Energy's focus on the customer's energy needs and value is being built daily within this division, with steps being taken to move outside of Ontario. Embedded margin within NHS contracts grew by $110 million year over year, up 39%.

Other aspects of the Company's business also showed improvement. The level of attrition in the customer base again declined to an annual rate of 13% from 15% across the customer book. Improving economic conditions and higher numbers of more stable commercial customers cause management to believe that this trend will continue.

Renewal rates slipped slightly falling to an average of 64% this year from 65% in fiscal 2011. Renewals are challenging in a market where customers are coming off very high cost contracts to new market pricing which is often half what they had been paying. Once these high price contracts roll off, improved renewal rates are expected.

The fiscal 2012 growth in the customer base translated into margin and Adjusted EBITDA growth. The growth was projected to be 5% per share for the year and was well ahead of this pace until extremely warm winter weather resulted in sharply lower natural gas consumption, particularly in the fourth quarter. Despite this, both gross margin and Adjusted EBITDA growth ended the year in line with forecast at 5% and 7% per share, respectively. Management took proactive steps to hedge against warm weather through the purchase of weather index options prior to the winter. These options contributed a net $13 million in margin that would have been otherwise lost to warm temperatures.

Just Energy invested in a number of future expansions which increased administrative costs during the year. Excluding these and the back office which came with the Fulcrum acquisition, these costs grew by far less than the growth in the customer base. Bad debt expense also saw an improvement falling to 2.4% of relevant sales from 2.7% a year ago.

A very important measure of operating success is embedded margin, a calculation of the cash flow which will be generated by existing contracts. At the end of fiscal 2011, our embedded margin stood at $1,726 million. In addition, $484 million in margin was realized during the year. New contracts more than replaced this and the embedded margin ended the year with $1,977 million, up 15% in the year.

Future embedded gross margin

Management's estimate of the future embedded gross margin is as follows:

(millions of dollars)

	As at March 31, 2012	As at March 31, 2011	March 2012 vs. March. 2011 change	As at March 31, 2010	March 2012 vs. March 2010 change
Canada – energy marketing (CAD$)	**$ 592.1**	$ 632.6	(6) %	$ 783.1	(24) %
Home Services division (CAD$)	**393.0**	282.7	39%	176.7	122%
Canada - total (CAD$)	**985.1**	915.3	8 %	959.8	3 %
U.S. - energy marketing (US$)	**994.1**	835.6	19 %	414.6	140 %
Total (CAD$)	**$ 1,976.8**	$ 1,725.5	15 %	$ 1,381.0	43 %

Three years ago, growing demand for green energy from our Consumer division customers led to the development of JustGreen and JustClean products. These products have been a tremendous success with now 12% of the current Consumer electricity demand and 10% of the Consumer natural gas demand coming from green sources. While the take-up by new customers on green slowed slightly this year due to pricing pressures in a challenging economy, green remains a focus of the Company.

The Company continues to initiate new products and options for green-oriented customers. The new Hudson Solar business has generated more than $90 million in roof-mount and ground-mount solar array capital projects for corporate and public buildings. It is expected that this business will double in the coming year.

CEO Ken Hartwick said, “Today, we continue to look to the future and see many changes coming in how customers use energy. Time-of-use metering makes control of home consumption an essential goal of homeowners and an opportunity for Just Energy to provide products which assist customers to use energy effectively. Looking further out, we see growth in the sales of electric cars and other vehicles as a major driver of North American power consumption. Again, our executive team is looking for ways to have Just Energy products at the forefront of this growth sector.”

On January 1, 2011, Just Energy implemented a dividend policy where monthly dividends were initially set at $0.10333 per share ($1.24 annually) equal to the former distribution rate as an income trust. This allowed many shareholders to benefit from a more attractive tax treatment on dividends, as opposed to the higher tax rate on the previous distributions.

Executive Chair Rebecca MacDonald stated, “Many of shareholders look to Just Energy as an important source of steady predictable income. This will not change. While the past year saw unfavourable weather conditions for our operating results, we were able to meet our guidance and continued to pay our $1.24 dividend. Our payout ratio on Adjusted EBITDA declined for the third straight year reaching 62%, down from 66% in fiscal 2011 and 78% in fiscal 2010”.

Ms. MacDonald added, “Some in the capital markets look at Just Energy’s overall payout ratio including expenditures to grow the business and think that a rising trend threatens our dividend. Nothing could be further from the truth.”

“Our growth expenditures generally pay back in less than 18 months resulting in the very high returns on invested capital for which Just Energy is known. We do not believe that these sales efforts should be curtailed even if small amounts need to be borrowed to finance them. We have access to financing necessary to fund any realistic level of accelerated growth without impacting our ability to fund dividends. Continued profitable growth and high income will be the result.”

Fourth Quarter Results

The fourth quarter operating results were highlighted by continued strong customer additions but were adversely impacted by extremely warm winter weather which resulted in sharply lower natural gas consumption in Just Energy’s key markets in the Midwest and Northeast.

Customer additions through marketing were 316,000, up 36% from 232,000 in the comparable quarter of fiscal 2010. Net additions were 112,000, up 53% from the prior comparable quarter.

The weather had a substantial but expected effect on both margins and adjusted EBITDA. Heating degree days in the Company's gas markets, were on average, approximately 15% warmer than normal in the quarter. Margins were up 1% quarter over quarter with lower energy marketing margins being offset by higher margins at NHS and the Terra Grain Fuels ethanol plant.

Adjusted EBITDA was down 5% versus the prior fourth quarter. A number of factors contributed to this decline. The largest was the administrative costs of Fulcrum which are evenly spread throughout the year whereas its electricity based margins are heavily weighted toward the summer months. Other expenditures on new channels, such as Momentis, and new geographic territories, such as the U.K., required upfront expenditures prior to generating revenues.

Guidance for Fiscal 2013

In the past, Just Energy provided guidance with respect to expected growth in gross margin and Adjusted EBITDA, a non-GAAP measure used by companies who similarly are required to mark to market long term supply.

Management expects gross margin will grow by between 10% and 12% and Adjusted EBITDA is expected to grow 8% to 10% for the year ended March 31, 2013. It is expected that continued strong customer growth will result in a greater than 10% growth in the customer book more than offsetting the expected lower average margin per customer due to high growth from the Commercial division. In addition, management expects that cash income tax payable for the year will be reduced due to the input tax credits and accelerated depreciation on Hudson Energy Solar projects. Overall cash tax payable is expected to be higher than paid in fiscal 2012 but less than the current tax rate of 25% in Canada and 40% in the United States.

Chief Executive Officer Ken Hartwick stated: "Our more diversified product suite and geographic footprint gives a solid base for continued growth in the future. You will see us begin to use technology to expand our relationship with a customer leading to a deeper customer commitment. We expect continued profitable growth for Just Energy for the foreseeable future."

Just Energy Group Inc.

Just Energy's business primarily involves the sale of natural gas and/or electricity to residential and commercial customers under long-term fixed-price, price-protected or variable-priced contracts and green energy products. By fixing the price of natural gas or electricity under its fixed-price or price-protected program contracts for a period of up to five years, Just Energy's customers offset their exposure to changes in the price of these essential commodities. Just Energy, which commenced business in 1997, derives its margin or gross profit from the difference between the price at which it is able to sell the commodities to its customers and the matched term price at which it purchases the associated volumes from its suppliers. Just Energy also offers “green” products through its JustGreen and JustClean programs. The electricity JustGreen product offers the customer the option of having all or a portion of his or her electricity sourced from renewable green sources such as wind, run of the river hydro or biomass. The gas JustGreen product offers carbon offset credits which will allow the customer to reduce or eliminate the carbon footprint of their home or business.

JustClean products are essentially carbon offsets from carbon capture and reduction projects as well as green power renewable energy certificates from green generators. This product can be offered in all states and provinces and is not dependent on energy deregulation. Management believes that the green products will not only add to profits, but also increase sales receptivity and improve renewal rates.

In addition, through National Home Services, Just Energy sells and rents high efficiency and tankless water heaters, air conditioners and furnaces to Ontario residents. Through its subsidiary Terra Grain Fuels, Just Energy produces and sells wheat-based ethanol. Just Energy has also launched, Hudson Solar, a solar project development platform in New Jersey, Pennsylvania and Massachusetts.

Forward-Looking Statements

Just Energy’s press releases may contain forward-looking statements including statements pertaining to customer revenues and margins, customer additions and renewals, customer attrition, customer consumption levels, general and administrative expenses, distributable cash, and treatment under governmental regulatory regimes. These statements are based on current expectations that involve a number of risks and uncertainties which could cause actual results to differ from those anticipated. These risks include, but are not limited to, levels of customer natural gas and electricity consumption, rates of customer additions and renewals, rates of customer attrition, fluctuations in natural gas and electricity prices, changes in regulatory regimes and decisions by regulatory authorities, competition and dependence on certain suppliers. Additional information on these and other factors that could affect Just Energy's operations, financial results or distribution levels are included in Just Energy's annual information form and other reports on file with Canadian securities regulatory authorities which can be accessed through the SEDAR website at www.sedar.com or through Just Energy's website at www.justenergygroup.com.

The Toronto Stock Exchange has neither approved nor disapproved of the contents of this release.

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