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**GROUP BUYING COMPANY ALPHABUYER EXPANDS
 NEW JERSEY OFFERS TO INCLUDE NATURAL GAS DISCOUNTS**

Current offers also include electricity deals for households and small businesses.

PHILADELPHIA (September 23, 2011) – Alphabuyer, the group buying marketplace for non-discretionary bills based in Philadelphia, is bringing its first-ever natural gas deal to customers of utility PSE&G in New Jersey. Because natural gas rates have been falling over the past year, Alphabuyer recommends that customers consider a variable rate plan and Alphabuyer's current offer, via supplier New Energy Services, pays a six percent cash-back reward based on a customer's annual energy usage. Customers would pay the current New Energy Services rate each month but at the end of the 12-month contract period, they would receive a check in the mail equal to six percent of their annual spend.

This natural gas offer is running at the same time as multiple Alphabuyer electricity deals in New Jersey.

Energy Service	Fixed / Variable	Utility Area	Utility Price-to-Compare	Alternative Supplier	Alphabuyer Rate	Percentage Savings	Annual Savings*
Natural Gas	Variable	PSE&G	Unpublished	New Energy Services	6% Cash Back	6%	\$59
Electricity	Fixed	PSE&G	11.20 cents / kWh	Discount Energy Group	9.99 cents / kWh	11%	\$127
Electricity	Fixed	JCP&L	11.36 cents / kWh	Discount Energy Group	9.69 cents / kWh	15%	\$175
Electricity	Fixed	Atlantic City Electric	10.37 cents / kWh	Discount Energy Group	9.29 cents / kWh	10%	\$113

* Savings based on average monthly electricity usage of 875 kilowatt hours and monthly natural gas usage of 150 therms.

According to Alphabuyer CEO Kevin Johnson, “Switching energy suppliers may not be sexy but it's an absolute ‘no-brainer.’ Signing up takes less than five minutes at Alphabuyer.com, and you still pay your bill to the same utility company. It's just that you're paying significantly less for the same thing.”

In a related release, Alphabuyer announced it is also currently offering a 19% discount, best-in-market pricing for PECO customers, whose rates are increasing on October 1.

HOW IT WORKS

Alphabuyer negotiates with utility suppliers to offer groups of consumers the most competitive rates on natural gas and electricity. Consumers can visit www.Alphabuyer.com where they can enter their zip code to view offers in their area. They can then estimate potential savings and review the details of the offer. Once enrolled, customers can share the offers with friends and family. As more people sign up and the size of the group grows, the savings increase. Once the offer closes, everyone enrolled enjoys the same discounted price. Each offer is available for a limited time period.

Alphabuyer charges no fees to switch. Consumers continue to receive only one bill from their local utility since that company continues to deliver the energy to the consumer's home, with no interruption.

As an advocate for consumers, Alphabuyer negotiates for the best locked-in rates and also for the best options and features such as no cancellation fees, upgradable agreements and no hidden fees. In addition, Alphabuyer will be there to negotiate the best possible renewal terms.

ABOUT ALPHABUYER

Located in Philadelphia, Alphabuyer is a group buying company that advocates for consumers by negotiating the best possible rates, options and terms for non-discretionary monthly spending. Alphabuyer currently offers savings on energy bills and plans to expand its product offerings to include gasoline, mobile phone, cable/Internet, insurance, banking, and credit card bills. Since its launch in January, Alphabuyer has helped thousands of customers switch energy suppliers to save money on their monthly bills.

For more information on Alphabuyer and offers in your area, visit www.Alphabuyer.com.

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