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Econnergy drops ungainly moniker, becomes Gateway Energy

March 13, 2008



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With an eye toward expansion, energy marketer Econnergy Energy -- one of the nation's largest independent retail energy suppliers -- changed its name yesterday to Gateway Energy Services.

"Econnergy is a strong brand in New York, where we have grown to be a dominant retail energy marketer," said Gateway Energy CEO Steven Maslak. "As we began to expand our business across North America, it became evident that we needed to develop a brand that reflects our broadened goals and strategic direction. Gateway Energy Services will be that brand."

The New York-based firm sells power and natural gas to residential and business customers in New York; New Jersey; Texas; Ohio; Maryland; Virginia, and Washington, DC.

So where's it expanding to?

Gateway is waiting for confirmation of its license for the Ontario market, the firm told us, and beyond that, it's looking at other states and provinces.

The firm provides residential and business consumers with various pricing plans from a fixed-rate option offering protection from market price volatility to a variable-rate option that tracks the wholesale energy markets.

Gateway Energy Services also offers a price-protection option that combines the flexibility of a variable-rate plan with the security of a fixed-rate plan, limiting how high the price can rise.

BOTTOM LINE: We love the new name. We think of the "gateway" as a technology term -- the evolving IT device at the point where the customer's domain and world of service providers meets. We see utilities and energy marketing firms poised to reach through that gateway to deliver new services and energy savings

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"[RT] is up-to-date. I tell my clients things about their business they don't even know -- new hires, new internal systems, etc!"

that will bring a deepening value and richness to the customer/power provider relationship.

And we dare hope the new name might herald a trend of ditching some 90s-era names that seem like they were created by overpaid ad agencies -- for ones we feel will stand the test of time, as does Gateway Energy Services in our opinion.

We mean no disrespect to the firm in panning its former name -- and if you think your firm's name might be one of the one's we're hoping will change, it probably is. But don't fret, we won't make light of it until it's history.

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