



**March 11, 2008
FOR IMMEDIATE RELEASE**

***Econnergy Energy Company, Inc.
Introduces New Brand Identity***

MONTEBELLO, N.Y. – Econnergy Energy Company, Inc., one of the nation’s largest independent retail energy suppliers, announced today that the Company’s Board of Directors and shareholders approved a change of the Company’s name to Gateway Energy Services Corporation.

“Econnergy is a strong brand in New York, where we have grown to be a dominant retail energy marketer,” said Steven J. Maslak, Chief Executive Officer of Gateway Energy. “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 Board’s decision to adopt the Gateway Energy Services Corporation name is not a result of a change in ownership and does not impact the Company’s legal structure. Gateway Energy Services remains a privately held entity and will sell its line of energy products under the brands “Gateway Energy Services” and “Econnergy, a division of Gateway Energy Services.”

Gateway Energy Services offers residential and business consumers the tools to manage their electricity and natural gas costs through various pricing plans. Gateway Energy Services’ fixed-rate option provides price protection from market volatility. The Company’s variable-rate option is a flexible plan 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.

Econnergy Energy Company, Inc. Introduces New Brand Identity
March 11, 2008

“As we begin our second decade, adopting the Gateway Energy Services brand is a natural next step in the evolution of our Company,” said Maslak. “Gateway Energy Services will provide a contemporary brand that is more relevant to today’s consumer. We will continue to offer quality energy products and services as we build one of the strongest energy providers in the country.”

ABOUT GATEWAY ENERGY SERVICES CORPORATION

Gateway Energy Services Corporation, based in Rockland County, N.Y., is a leading energy supplier providing electricity and natural gas to residential and business customers in New York, New Jersey, Texas, Ohio, Maryland, Virginia and Washington, D.C. A privately held company supplying energy since 1997, Gateway Energy Services provides competitive energy products to consumers giving them more control over their energy costs. (www.gesc.com)