



National Energy Marketers Association

News Release
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National Energy Marketers Association Launches 2012 Retail Energy Trends Survey

Washington DC, January 9, 2012. Today the National Energy Marketers Association (NEM) announced the launch of a 2012 Retail Energy Trends Survey to assess the growth and expansion plans of the 140 retail energy companies active in the North American market. NEM has partnered with Skipping Stone consultants who will perform the research and confidentially compile the results.

“The retail energy sector is one of the brightest spots in the U.S. economy today,” said Craig Goodman, NEM President, and CEO. “In the last few years we have witnessed a significant growth in both the number of new markets and market participants, as well as a host of new product and service offerings including the emergence of new technologies,” said Goodman. “We are also seeing a shift in business models, product and service offerings and, for some, expansion into environmental technologies and demand response markets,” indicated Peter Weigand, Skipping Stone CEO.

“This survey will help the Association and its members better quantify the impact of NEM’s public policy advocacy on critical issues such as job creation and economic growth.” The 2012 Retail Energy Trends Survey is intended to measure a variety of criteria, including job creation, market expansion plans, new product, services and technology initiatives, and much more.

“We thought it would be worthwhile to survey this market sector to assess key trends for next year, and for the National Energy Marketers Association to share the research results as a public service to its members, policy makers and the general public,” said Goodman.

Retail Energy Service and Technology companies are invited to participate in the online survey by clicking on [Retail-Market-Trends](#). Individual company answers to survey questions will not be shared with any third parties to protect the confidentiality of the responses. Only aggregate totals will be published in the final report, which will be made widely available as a public service on both the NEM and Skipping Stone Websites.

About NEM

NEM is a national, non-profit trade association representing wholesale and retail marketers of natural gas, electricity, as well as energy and financial related products, services, information and advanced technologies throughout the United States, Canada and the European Union. You may contact NEM's Washington, DC headquarters at (202) 333-3288 or its Web site at www.energymarketers.com.



About Skipping Stone

Skipping Stone is a different kind of energy consulting company. All of our consulting resources have worked as executives in the energy industry and now choose to consult. Our specialty is collaborating with clients on ideas, strategies and tactics and then providing the array of complementary services required to turn those ideas into successes. From the drawing board to the P&L, we measure every engagement based on our clients' success metrics.

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