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## Metromedia Energy Unveils Progressive Branding Initiative

For Immediate Release

EATONTOWN, N.J./EWorldWire/Oct. 5, 2012 --- An acknowledged leader in energy choice, Metromedia Energy (MME) recently introduced its new, breakthrough brand across print and electronic platforms. Representing the company's continuing growth, the new logo incorporates MME's iconic colors in the form of concentric turbine blades. The design showcases a modern vision of aggressive strategies, and represents the company's commitment to integrated, low-cost energy procurement.

"MME began operations in the restructured markets of the Northeast, and we are now offering our services nationwide. As we grow our product and service offerings into an expanding footprint, we wanted a new brand identity that would distinguish our uniqueness in the industry," said MME President and CEO Jonathan Morris.

As part of the rebranding initiative, MME has undergone changes in its website, social media platforms, and print communication tools. To complement the visual update, the company also rolled out a new tagline: Simple Savings, Powerful Results. "Our logo is recognizable as a standalone symbol, and our brand and tagline encapsulate the simple, common-sense approach we apply to creating client energy solutions," said Morris.

"MME has remained a leader in the competitive energy industry by recognizing what our clients need: smart energy strategies that align with changes in the commodity market," said Klaudet Ristovski, director of strategic initiatives.

Leveraging over two decades of experience, MME partners with leading wholesale suppliers to provide natural gas and electricity solutions that meet customer usage and budget requirements. Additional MME advantages include real-time pricing, group purchase discounts, custom invoicing management and full-service portfolio strategies. Learn more at <http://www.metromediaenergy.com/>.

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