

# Energy Choice Matters

*June 3, 2011*

## **Simple Power Customers Acquired by Cirro Primarily Residential**

Cirro Energy's acquisition of Simple Power's customer book involved 15,000 customers, Cirro told Matters yesterday.

The acquisition was first reported by Matters (6/2), and closed in May.

The 15,000 customers were primarily residential, with nearly half concentrated in the Oncor service area.

Cirro did not disclose terms of the transaction.

Cirro said that it, "continues to grow its customer base using a very disciplined approach."

Cirro Energy, a unit of Dominion Retail, was advised by AEG Affiliated Energy Group Financial in the transaction.