



PRESS RELEASE

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For Immediate Release

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First Organic Grocery to Purchase New Jersey Wind

Princeton, NJ – The Whole Earth Center, a New Jersey organic grocery, has committed to purchase New Jersey Wind to power 25% of its Princeton store for two years. The Whole Earth Center is the first organic grocery in New Jersey to purchase New Jersey Wind, a choice now available to electric customers under the New Jersey CleanPower Choice program, recently launched by the New Jersey Board of Public Utilities. New Jersey Wind is supplied by the Jersey-Atlantic Wind Farm, recently developed in Atlantic City by leading clean energy marketer and developer, Community Energy, Inc.

Founded in 1970, the Whole Earth Center is Princeton's oldest grocery store and the town's oldest natural foods store. The Whole Earth Center has an extensive selection of organic and natural groceries, body care, and home cleaning supplies. Chartered as a non-profit company, the Whole Earth Center donates approximately 10% of store net revenues each year to organizations with a specific focus on environmental advocacy, protection, and education. Compared to the average generation mix in the regional electric grid, the environmental benefit of the Whole Earth Center's two year purchase of electricity from the wind farm is equivalent to offsetting almost 200,000 pounds of carbon dioxide, or planting more than 13,000 trees.

Barbara Parmet of the Whole Earth Center said, "At the Whole Earth Center, our core organizational values encompass energy conservation, the preservation of the environment and the utilization of local resources. Our purchase of New Jersey Wind aligns with these values. New Jersey Wind enables us to create a healthier environment by putting to use a natural abundant resource right here in our own state."

Community Energy President, Brent Alderfer stated, "With this purchase of New Jersey Wind energy to power their store, the Whole Earth Center matched their commitment to healthy choices in daily life with a commitment to perfectly clean, locally produced, all natural wind energy. That energy choice means a healthy environment and a healthy economy for all of us in New Jersey and the country."

The Whole Earth Center will be hosting an active New Jersey Wind outreach campaign at its store throughout the year to encourage the wind energy choice among its customers and the larger Princeton community. The Whole Earth Center is located at 360 Nassau Street in Princeton, New Jersey.

The Whole Earth Center is a not-for-profit natural foods store that has been a part of the community since 1970. Located at 360 Nassau Street, the Whole Earth Center works to protect natural resources and provide education about environmental issues. The Whole Earth Center continues to practice and promote the idea that responsible consumption is vital to environmental preservation and remains committed to the ideas that inspired their start: Supporting sustainable agriculture, encouraging waste reduction through the sale of bulk foods, and facilitating grassroots environmental activism.]
609-924-7429

Community Energy, Inc. (CEI) is a marketer and developer of wind energy generation founded in 1999 and headquartered in Wayne, Pennsylvania. CEI has over 2 billion kilowatt-hours of wind energy sales, 50,000 residential and business customers and marketing arrangements with 18 investor-owned and municipal utilities. CEI cites its utility partners and customers, which include many of the largest retail purchases of wind energy in the country, as the reason for its success in bringing wind energy to market in new regions of the country. CEI has wind projects under development in the Northeast, Mid-Atlantic and Midwest. www.communityenergy.biz.

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