



**FOR IMMEDIATE RELEASE**

## **VERDE ENERGY USA NAMES HEAD OF TEXAS AFFILIATE**

### **Don B. Whaley Appointed President of Verde Energy USA Texas, LLC**

**NORWALK, CONN. AUGUST 27, 2015** --- Verde Energy USA today announced the appointment of Don B. Whaley as President of Verde Energy USA Texas, LLC. Mr. Whaley will report directly to Thomas FitzGerald, President and Chief Executive Officer of Verde Energy USA.

Mr. Whaley assumes his position effective September 1, 2015, of Verde's Texas affiliate, which was acquired by Verde Energy USA earlier this year and currently supplies electricity to retail and small commercial customers. As President of the Verde Texas affiliate, Mr. Whaley will be responsible for the unit's strategic direction, sales and marketing, customer service and operations.

Thomas FitzGerald, Verde USA's CEO, said, "We are very pleased to bring on a talented and experienced executive in Don Whaley to head up our Texas business. We see significant upside potential in the Texas market in terms of new product development, expansion of our footprint, growth in the large commercial market segment, and mergers and acquisitions. We're very confident that Don can leverage our existing platform and motivate our talented associates to move the Company in the right direction in Texas."

Don Whaley is a veteran of the Texas energy industry with thirty years of experience in various leadership capacities. Most recently, he operated a successful consulting firm, Whaley Energy Consultants, representing a variety of clients in the industry. In the past, he has served as President of Direct Energy, a retail and commercial gas and electric supplier. At Direct Energy, Mr. Whaley was responsible for "green fielding" the Company's business in Texas at both the wholesale and retail levels, and he successfully grew the retail customer base to one million, both organically and through acquisition. During the course of his career, he has also served as Executive Vice President of Vertex Business Services, a consulting firm focused on the utility industry, and Vice President at several energy companies, including Coral Energy (a/k/a Shell Energy North America), TXU Energy Trading, and El Paso Energy. Mr. Whaley holds a B.S. in Business Administration from the University of Texas at Austin.

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#### **About Verde Energy USA:**

Verde Energy USA is an Independent Retail Energy Supplier focused on the residential and small to mid-size commercial power and natural gas markets. Headquartered in Norwalk Connecticut, Verde Energy USA has grown substantially since its market launch in November 2009, now servicing Connecticut, New Jersey, Pennsylvania, Illinois, Ohio, New York, Massachusetts, and Texas markets. For more information, visit [www.verdeenergyusa.com](http://www.verdeenergyusa.com).