



NEWS RELEASE

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Gas South's Pay-As-You-Go® Program Continues to Add Customers as Program Marks Third Anniversary

Innovative program requires no deposit and offers competitive rates. More than 11,000 Georgians currently receive natural gas service through the program

(Atlanta – August 15, 2011) – As the economy continues to struggle, the recession has left many consumers with uncertainty and a renewed commitment to savings and value. This trend is evident in the continued growth of Gas South's Pay-As-You-Go® program, an innovative program with a three-year track record of successfully providing affordable residential natural gas service to credit-challenged consumers in Georgia.

The Pay-As-You-Go® program was introduced in 2008 and is the first of its kind in Georgia. It is the only program designed for credit-challenged customers that does not require customers to make a deposit or other prepayment before being accepted for service. The Pay-As-You-Go® program also is ideal for customers who may lack a credit history or are dealing with financial challenges that prevent them from enrolling with other natural gas providers. More than 11,000 households currently receive natural gas service through the Pay-As-You-Go® program.

In addition, customers who establish a good payment record with Pay-As-You-Go® for 12 consecutive months become eligible to switch to one of Gas South's standard rate plans for even more savings. Since the program began, more than 6,200 Pay-As-You-Go® customers have been able to transition to Gas South's standard rate plans.

"We are very pleased to be able to provide natural gas service to many customers that other natural gas providers might require to pay huge deposits or refuse to provide service to at all," said Kevin Greiner, president and CEO of Gas South. "The Pay-As-You-Go® program has

proven to be a very important option for people who are credit-challenged or facing financial difficulties because there is no prepayment required and our rates are very affordable.”

Although the state’s Regulated Provider is required to provide natural gas service to anyone regardless of credit history or ability to pay, the Regulated Provider can require large deposits for customers with poor credit histories. Customers also may be affected by rate volatility or required to pay rates that are often higher than those offered by other natural gas marketers.

By contrast, customers who qualify for the Pay-As-You-Go[®] program are not required to pay a deposit or other prepayment in order to begin receiving natural gas service through Gas South, and receive the benefit of more stable rates. Potential customers that want to learn more can visit the Gas South website at www.gas-south.com/payasyougo to watch a short informational video about the program that features actual Pay-As-You-Go[®] customers.

Greiner said the value of Pay-As-You-Go[®] is recognized by local community service agencies because it allows them to maximize their home utility assistance dollars while also helping to lower the out-of-pocket costs for consumers. Agencies including CredAbility (formerly Consumer Credit Counseling Service), the Salvation Army, United Way, Society of St. Vincent DePaul, MUST Ministries and the Atlanta Community Food Bank have partnered with Gas South to raise awareness of the Pay-As-you-Go[™] program among the communities they serve.

For more information about Gas South’s Pay-As-You-Go[®] program, visit www.gas-south.com/payasyougo, or call 1-877-347-7243.

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About Pay-As-You-Go[®]

The Pay-As-You-Go[®] program utilizes a patent-pending billing methodology to estimate natural gas charges for the next 30 days, based on seasonal factors, a household's historical gas usage and market prices for natural gas. The billing process also includes a "true-up" process to capture the difference between the actual charges and what was projected by Gas South for the prior month, to ensure consumers only pay for the gas they use. For more information, visit www.gas-south.com/payasyougo.

About Gas South

Gas South is Georgia’s fastest growing natural gas provider, serving approximately 250,000 residential, business and governmental customers across the state. Based in Atlanta, Gas South is locally owned and operated, with all customer service provided through Georgia-based call centers. Gas South strives

to help its customers every day with clear prices, great rates and outstanding service. For more information, visit www.gas-south.com.