



**BLUEROCK ENERGY SEEKS TO EDUCATE BUSINESSES ON VARIABLE RATES
Businesses Often Not Aware of Benefits and Options Available**

Syracuse, NY (7 NOV 07) – BlueRock Energy, Inc. of Syracuse wants businesses to be aware of all their energy rate options. During the often confusing “Voice Your Choice” open enrollment period, many customers become so frustrated in trying to compare plans that they opt for a higher cost, fixed rate plan just because it’s familiar and sounds less risky.

“The deregulated energy market in Greater Binghamton and Rochester is probably the most complex in the nation,” explains Angelo Chambrone, Vice President of BlueRock Energy, Inc. “Our goal is to simplify the information and educate consumers on energy markets and other factors that affect energy cost.”

Historically, variable rate plans have delivered substantial annual savings over fixed rate plans. In fact, over the last three years, variable rate plans on average were 10% - 25% less than fixed rate options.

BlueRock Energy supplies electricity and natural gas to the commercial market in Upstate New York. Their management team has more than 80 years experience working for successful energy companies.

Demonstrating that variable rate plans are often more economical, and not nearly as risky as perceived, BlueRock seeks to inform consumers while providing a lower cost, highly flexible plan for the underserved market of small- to medium- sized businesses.

“We do not have a minimum volume requirement and signing up can take as little as 10-minutes on the Internet. There’s no cost to sign up, no credit checks, and there’s no cost to cancel,” says Chambrone.

BlueRock Energy, Inc. is a privately held energy services company (ESCO) licensed by the New York State Public Service Commission (NYPSC). Committed to the Central New York region, BlueRock’s future expansion plans include expanding natural gas products (currently available in certain Upstate NY areas only), and further market expansion into the New England and Mid-Atlantic states. In addition to serving the small- to mid-size commercial market, BlueRock offers plans for large, industrial manufacturers and institutional customers. For more information call 315.701.1549 or visit www.bluerockenergy.com.