

For Immediate Release:

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Date: March 3, 2011

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EXECUTIVE DIRECTOR

SyracuseFirst and BlueRock Energy Begin New Partnership
Collaboration Will Bring Green, Cost-Efficient Energy To Business And Residential Customers

(Syracuse, N.Y.) – SyracuseFirst announces affinity partnership with BlueRock Energy Inc. The privately held energy services company is headquartered in historic Franklin Square and sells its energy products to business and residential customers in Syracuse, Buffalo, Rochester, Albany, Binghamton and New York City.

BlueRock Energy offers a variety of electric and natural gas options, plus a 100% renewable, 100% New York State generated energy option. BlueRock Energy prides itself on exemplary business character and integrity - boasting a record of strong customer satisfaction with no complaints reported to the Public Service Commission or the Better Business Bureau. Equally important, recipients of BlueRock Energy's services see cost-savings on their energy bill. Both SyracuseFirst and BlueRock Energy recognize that providing greater access to potentially lower energy costs would have a positive effect on local small businesses and the regional economy.

Additionally, BlueRock Energy has made significant investments in the local community by procuring the vast majority of their resources including office supplies, technology equipment, financing and talent - from local sources. Membership in SyracuseFirst encourages, but does not require, these community-building practices.

"We are happy to have BlueRock Energy as part of the SyracuseFirst family. Already many of our members, including Empire Brewery, are utilizing the 100% renewable services they provide. As an organization we promote triple-bottom-line principles (people, planet, profit) and this program does just that. With cost-effective renewable energy products we are reducing our environmental impact, by supporting a locally-owned independent business we are strengthening our economy, and by doing both of those things we are creating a healthier more vibrant community. This is a win-win for all parties involved." – Chris Fowler, Executive Director of SyracuseFirst.

"BlueRock Energy is excited to partner with SyracuseFirst. BlueRock Energy understands the importance of supporting local Syracuse companies." - Chuck Hurley, Vice President Sales and Marketing, BlueRock Energy.

SyracuseFirst is a nonprofit network of locally owned and independent businesses and organizations formed in 2009 to build a strong local economy and vibrant community. We believe that this network is crucial to enhancing the community spirit, financial vitality and environmental health of the region.

Visit <http://www.syracusefirst.org/> and <http://www.bluerockenergy.com> for more information.

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