



Castle on the Hudson becomes America's first "green" castle through new partnership with Juice Energy.

The manicured lawns and gardens of the Castle on the Hudson estate will soon be joined by another 'green' attraction as the nearly 100-year-old hotel makes the change to renewable energy, with the help of Juice Energy.

Through a new agreement signed in February, Juice will be supplying Castle on the Hudson with electricity equivalent to 100% of their annual use, in the form of wind power. In addition, the legendary hotel will be enjoying significant savings on their electric bills, due to Juice's unique approach to electricity supply.

Juice – a client focused electricity supplier that allows businesses to outsource electricity and green power management services -- creates custom electricity strategies for each of its clients. Through the use of advanced analytics that would make any Wall Street banker jealous, they are able to shield their clients from wild market swings. These strategies allow them to deliver a better balance between the drive for low cost, and budget certainty. "As one of the world's top 10 castle hotels, we are dedicated to providing a unique and luxurious experience to our guests," said General Manager Gilbert Baeriswil. "Juice is also in the business of providing a unique service that will greatly benefit our operations. Not only will this partnership allow us to keep our electricity costs down, but we will be doing so in the most environmentally conscientious way possible."

Brian Hayduk, co-founder and President of Juice, added: "By limiting our client's exposure to the volatility in electricity markets, we are able to deliver electricity at a lower cost with more predictability. We are thrilled to be working with such an historic and respected property. We're even more thrilled about their commitment to green power. Hey, it's not every day that you have a one hundred year old castle investing in a clean energy future."

About Castle on the Hudson:

Only thirty minutes north of Manhattan, the Castle on the Hudson sits majestically overlooking the Hudson River on sprawling acres of manicured gardens and grounds. With over 100 years of history, the Castle is undoubtedly a regal escape to the enchanted days of yesteryear. The Castle's luxurious guestrooms, suites with wood burning fireplaces and impeccable service, continue to be a favorite among dignitaries and celebrities. In addition, the Castle's award winning dining room, Equus, has also earned a worldwide reputation for excellence. Guests are invited to experience the utmost in relaxation, service and amenities that continues to be the tradition at the Castle. www.castleonthehudson.com

About Juice Energy Inc.:

Juice is a revolutionary energy company working solely on behalf of their clients. Operating in deregulated markets, Juice tailors rate structures and products to improve clients' financial performance and carbon footprint. Juice brings energy portfolio management, transparency and new accountability measures, for the highest return at the lowest cost. www.aboutjuice.com