

**Catalyst/Hall Announces \$3,000,000 Investment in Gexa Energy Corp.**  
([www.gexaenergy.com](http://www.gexaenergy.com))

**Houston, Texas, July 16, 2003** – Catalyst/Hall, a Houston based private equity firm specializing in providing value-added mezzanine and equity capital to mid-market companies, announced today that it, along with Gexa insiders, has invested \$3,000,000 in Gexa Energy Corp.

Gexa Energy (OTC: GEXA.OB) is a Texas corporation engaged in the business of providing electricity to residential as well as the small and medium sized commercial customers in the newly deregulated Texas electricity market. Gexa offers cost effective electricity services to its customers with a focus on customer service.

The Company offers or plans to offer consumers in restructured retail energy markets competitive energy prices, flexible payment and pricing choices, and improved customer service. Gexa also provides other innovative products, services and incentives. Although Gexa's initial strategic focus is on providing electricity, the Company intends to offer additional products, services and customized solutions for customers as it develops its business.

Gexa has successfully penetrated the deregulated market in the entire Texas market, servicing approximately 60,000 customers. The Company expects to serve 3% of Texas' retail power market over the next three years. Gexa is also planning to move into other deregulated states over the next five years.

**About Catalyst/Hall**

*Catalyst/Hall provides capital to companies to fund internal growth, make acquisitions, and perform management buyouts and recapitalizations. In addition to the Houston and Dallas offices, Catalyst/Hall has professionals in Oklahoma City and Chicago.*

*Catalyst/Hall specializes in providing value-added mezzanine and equity capital to middle market companies. The firm manages \$150 million of committed capital from its investment partners. Catalyst/Hall provides experience, analytical resources and outside perspective to support its portfolio companies to optimize operating results and create enhanced value.*

*Catalyst/Hall is a partnership between The Catalyst Group, Inc. of Houston, and Hall Brothers Holdings (HBH) of Oklahoma City. The Catalyst Group has managed private equity and mezzanine funds since 1990 with investments in over 50 companies in a broad range of industries. HBH is a private investment firm specializing in middle market equity and mezzanine investments, with offices in Oklahoma City, Chicago and Houston.*