

**VOTING INSTRUCTION FORM  
JUST ENERGY GROUP INC.**

**SEE VOTING INSTRUCTIONS ON REVERSE**  
**WE NEED TO RECEIVE YOUR VOTING INSTRUCTIONS AT LEAST ONE BUSINESS DAY BEFORE THE PROXY DEPOSIT DATE.**

**INTERNET VOTE: WWW.PROXYVOTE.COM**  
**TELEPHONE VOTE: 1-800-474-7493**

MEETING TYPE: ANNUAL MEETING  
 MEETING DATE: WEDNESDAY, JUNE 29, 2011 AT 3:00 P.M. EDT  
 RECORD DATE: FOR HOLDERS AS OF MAY 20, 2011  
 PROXY DEPOSIT DATE: JUNE 27, 2011  
 ACCOUNT NUMBER: HRTSSSTA 01 OM  
 CUSIP: 48213W101 CUID: T770 C91 P13836 010 E **CONTROL NO. : 822266109573**  
**APPOINTEES) REBECCA MACDONALD, KEN HARTWICK**  
 IF YOU WISH TO ATTEND THE MEETING OR DESIGNATE ANOTHER PERSON TO ATTEND, VOTE AND ACT ON YOUR BEHALF AT THE MEETING, OR ANY ADJOURNMENT THEREOF, OTHER THAN THE PERSON(S) SPECIFIED ABOVE, PRINT YOUR NAME OR THE NAME OF THE PERSON ATTENDING THE MEETING ON THE APPOINTEE LINE BELOW.

PLEASE PRINT APPOINTEE NAME

**ITEM(S)** **VOTING RECOMMENDATIONS**

- 2 - APPOINTMENT OF ERNST & YOUNG L.L.P. AS AUDITORS OF JUST ENERGY, ---->>> FOR ---->>>
- AND TO AUTHORIZE THE DIRECTORS TO FIX THEIR REMUNERATION;
- 3 - APPROVE, IN AN ADVISORY, NON BINDING CAPACITY, THE APPROACH TO ---->>> FOR ---->>>
- EXECUTIVE COMPENSATION AS DESCRIBED IN THE INFORMATION CIRCULAR  
 ACCOMPANYING THIS VOTING INSTRUCTION FORM.  
 \*NOTE\* THIS FORM CONFERS DISCRETIONARY AUTHORITY TO VOTE ON SUCH OTHER BUSINESS AS MAY PROPERLY COME BEFORE THE MEETING OR ANY ADJOURNMENT THEREOF.  
 \*NOTE\* THIS VOTING INSTRUCTION FORM SHOULD BE READ IN CONJUNCTION WITH THE ACCOMPANYING INFORMATION CIRCULAR.

TELEPHONE VOTE AT 1-800-474-7493 OR  
 INTERNET VOTE AT WWW.PROXYVOTE.COM

UNDER SECURITIES REGULATIONS, SECURITYHOLDERS MAY ELECT ANNUALLY TO RECEIVE THE ANNUAL, INTERIM FINANCIAL STATEMENTS OR BOTH INCLUDING RELEVANT MD&A BY MAIL. INDICATE YOUR PREFERENCE IN THE APPROPRIATE BOX(S) PROVIDED.

AQ

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FOLD IN HALF - DO NOT DETACH

**1 ELECTION OF DIRECTORS (FILL IN ONLY ONE BOX " " PER NOMINEE IN BLUE OR BLACK INK)**  
**VOTING RECOMMENDATION: FOR ALL THE NOMINEES PROPOSED AS DIRECTORS**

- 01-JOHN A. BRUSSA  FOR WITHHOLD
- 02-KENNETH M. HARTWICK
- 03-BRUCE GIBSON
- 04-GORDON GIFFIN
- 05-MICHAEL J.L. KIRBY
- 06-REBECCA MACDONALD
- 07-R. ROY MCMURTRY
- 08-HUGH D. SEGAL
- 09-BRIAN R.D. SMITH

**ITEM(S)** (FILL IN ONLY ONE BOX " " PER ITEM IN BLUE OR BLACK INK) 0000

FOR WITHHOLD 65000 9210000000800977  
 FOR AGAINST  CONTROL NO. : → 822266109573



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1776 HERITAGE DRIVE  
 NORTH QUINCY MA 02171

512 504  
 P13836  
 1 OF 1

AVENUE INVESTMENT MANAGEMENT  
 PAUL HARRIS  
 47 COLBORNE STREET, STE 300  
 TORONTO, ON M5E 1P8  
 CANADA

NONE  ANNUAL  INTERIM

SIGNATURE: *[Signature]* DATE (DDMMYY): 06/29/11  
 \*INVALID IF NOT SIGNED\*