

**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: HRT3SSTA 01 OM
CUSIP: 48213W101 CUID: T770 C81 P13836 010 E
CONTROL NO. : 822266110831

APPOINTEE(S) REBECCA MACDONALD, KEN HARTWICK
IF YOU WISH TO ATTEND THE MEETING OR DESIGNATE ANOTHER PERSON TO ATTEND, VOIE 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 ---->>> 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.

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 FOR WITHHOLD
- 03-BRUCE GIBSON FOR WITHHOLD
- 04-GORDON GIFFIN FOR WITHHOLD
- 05-MICHAEL J.L. KIRBY FOR WITHHOLD
- 06-REBECCA MACDONALD FOR WITHHOLD
- 07-R. ROY MCQUARRY FOR WITHHOLD
- 08-HUGH D. SEGAL FOR WITHHOLD
- 09-BRIAN R.D. SMITH FOR WITHHOLD

ITEM(S) (fill in only one box " " per item in blue or black ink)

FOR WITHHOLD 69000 921000000800977 0000
FOR AGAINST CONTROL NO. : → 822266110831



STATE STREET.
Serving Institutional Investors Worldwide

1776 HERITAGE DRIVE
NORTH QUINCY MA 02171

510
502
P13836
1 OF 1

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

NONE ANNUAL INTERIM

AQ ---->>>

FOLD IN HALF - DO NOT DETACH

SIGNED:
DATE (DDMMYY): 6/9/11

INVALID IF NOT SIGNED

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