

## **200 JOBS AS AIRTRICITY TARGETS CONSUMER MARKET**

### ***MAJOR CAMPAIGN LAUNCHED TO SUPPORT CHEAPEST STANDALONE ELECTRICITY PRICES***

Dublin, 3rd July 2009 – Airtricity, Ireland’s leading renewable energy supplier, has today announced it will create 200 jobs in the Irish market to support the development of the electricity supply business. The new positions will encompass sales, customer support, billing and support services.

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The company will add 50 new positions at its headquarters in Sandyford with the remaining 150 jobs being outsourced roles. Airtricity has also, today, announced the launch of a major customer acquisition campaign to actively target the consumer market. The campaign, which will launch this coming Monday, is the largest campaign which the company has undertaken since it entered the electricity supply market.

Kevin Greenhorn, Managing Director, Airtricity Supply, commented:

“This is great news on the jobs front, this announcement reinforces that there is real potential to generate jobs in the renewable energy sector and that the industry can help the country out of its current downturn. Airtricity is a leader in greener energy generation and supply, and in supporting jobs and economic stimulus. To date, Airtricity has invested almost €700 million into the economy, and an investment of up to €125 million is planned over the next 12 months.

“This jobs and investment announcement is fantastic news for the consumer – competition is leading to consumers getting better value from their energy supplier and at Airtricity we continue to offer the Irish consumer the most competitive stand alone electricity rates in the market – ensuring that we continue to provide both domestic and commercial consumers with electricity that is not only greener but also cheaper.”

Airtricity is inviting consumers to make the better switch and enjoy Airtricity's up to 13% savings on ESB electricity rates. Airtricity's rates are the cheapest standalone rates in the Republic of Ireland. Airtricity has been supplying electricity to commercial customers for over five years and now has a current total customer base of almost 70,000. With 79% of its energy from renewable sources, Airtricity's electricity supply is the greenest in the market.

The Airtricity '**not just energy made cheaper but energy made better**' advertising campaign will launch nationally on Monday 6<sup>th</sup> July. The heavyweight campaign will concentrate on TV, radio, outdoor and online outlets to aggressively target the consumer switching market.

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- *Rates are related to the Republic of Ireland only.*

### **About Airtricity**

Airtricity is the No.1 supplier of green energy in Ireland offering domestic and commercial customers an electricity supply that is not only low-cost but that also significantly reduces their carbon footprint. At Airtricity, 79% of the company's energy is from renewable sources ensuring its supply is the greenest in the market. Airtricity now supplies almost 70,000 customers in the Irish market, who are enjoying up to 13% savings on their electricity consumption costs (the cheapest standalone rates in the Republic of Ireland, guaranteed until the end of January 2010) and receiving the greenest electricity in the market. Airtricity was acquired by Scottish and Southern Energy Plc (SSE) in February 2008.