

## **Airtricity launches major switching campaign to support cheapest standalone electricity prices**

Airtricity, Ireland's leading renewable energy supplier, is launching a heavyweight customer acquisition campaign inviting domestic consumers to make the better switch and enjoy Airtricity's up to 13% savings on ESB electricity rates.

The Airtricity *'not just energy made cheaper but energy made better'* advertising campaign launches nationally tomorrow, Monday 6th July, and concentrates on TV, radio, outdoor and online outlets to aggressively target the consumer switching market. The campaign is the largest that the renewable energy supplier has undertaken since it entered the electricity supply market ten years ago.

**For further information contact:**

Jason Cooke  
Head of Communications  
Airtricity

Tel: +353 1 655 6656  
Mobile: +353 86 264 6710  
Email: [jason.cooke@airtricity.com](mailto:jason.cooke@airtricity.com)



The new campaign, which includes TV, radio, and online advertising, informs consumers that switching to Airtricity's cheapest standalone electricity prices is 'child's play'. The switching campaign has been launched today by celebrity mum Gillian Quinn and Airtricity Supply Managing Director Kevin Greenhorn along with young stars Ben Midleton (9) from Leopardstown, Co. Dublin, and Grace Lawless (7) from Raheny, Co. Dublin. Ben and Grace are the young vocal stars of 'Conor' and 'Orla', the animated brother and sister who debut in Airtricity's new marketing campaign launching tomorrow.

With a saving of up to 13% on ESB rates, Airtricity's electricity rates are the cheapest standalone rates in the Republic of Ireland and, unlike other competitors, are available to all consumers in the country. Airtricity has been supplying electricity to commercial customers for ten 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. Customers choosing Airtricity will enjoy immediate up to 13% savings on their electricity prices from the moment they switch their account details. Switching is easy and takes only five minutes when switching online at [airtricity.com](http://airtricity.com).

Airtricity is Ireland's leading renewable energy supplier and announced, Friday 3rd July, that it is creating 200 jobs in the Irish market to support the development of the electricity supply business. The new positions encompass sales, customer support, billing and support services. The company is adding 50 new positions at its headquarters in Sandyford with the remaining 150 jobs being outsourced roles.

Kevin Greenhorn, Managing Director, Airtricity Supply, commented:

"The launch of this major switching campaign is an exciting new development for Airtricity. At up to 13% cheaper than ESB electricity rates, Airtricity is offering domestic consumers the cheapest and most competitive standalone electricity rates, and those savings are available to every consumer in Ireland. Already, almost 70,000 supply consumers are getting better value from their energy supplier and enjoying up to 13% savings on their electricity prices from Airtricity. With the launch of this major new campaign, we anticipate further significant growth in our customer numbers.

"With 100% of our generation from renewable sources, Airtricity's electricity supply is the greenest in the market and contributes significantly to reducing every customer's carbon footprint, so switching to Airtricity is not just energy made cheaper, but energy made better.

"As the leader in greener energy generation and supply, Airtricity is committed to supporting jobs and economic stimulus in Ireland. Airtricity has invested almost €700 million to date into the Irish economy, and a further investment of up to €125 million is planned over the next 12 months, in addition to the creation of 200 new jobs to support the development of Airtricity's electricity supply business. We fully anticipate that more jobs will be created by Airtricity as we increase our customer base."

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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.