

## **Airtricity enters Domestic Gas market offering to save typical Irish household €210 off annual gas and electricity bills**

### ***200 new jobs for Airtricity as “Ireland’s Cheapest Energy Supplier” launches Dual Fuel offering***

Dublin, 18<sup>th</sup> May 2010 – Airtricity, Ireland’s largest independent energy utility, has today announced it is entering the domestic natural gas supply market offering consumers Dual Fuel discounts that will save the typical Irish household €210 on their annual natural gas and electricity bills.

The company made the announcement this morning at the iconic Gas Building on Dublin’s D’Olier Street – the former home of the semi-state natural gas supplier. Airtricity’s new double discounts offer domestic energy customers the cheapest dual-fuel rates in the market versus either semi-state supplier – dual-fuel customers of Airtricity can now save €210 annually by availing of Airtricity’s 10% gas discount on Bord Gáis unit rates and 13% electricity discount on ESB unit rates. The new gas and electricity rates are the most competitive rates available in the market, making Airtricity Ireland’s cheapest energy supplier.

***For further information contact:***

Jason Cooke  
Head of Communications  
Airtricity  
Tel: +353 1 655 6656  
Mobile: +353 86 264 6710  
E: jason.cooke@airtricity.com

Brendan Murphy  
FD Ireland  
+353 87 205 1111  
E: brendan.murphy@fd.com

Unveiling its new double discounts, Airtricity announced that it is creating 200 jobs in the Irish market to support its competitive entry into the domestic natural gas energy supply business. The company is adding 100 new full-time positions at its headquarters in Sandymount, Co. Dublin, with the remaining 100 jobs being outsourced roles. The new positions, which are being created over the coming 12 months, encompass sales, customer support, billing and support services.

Welcoming Airtricity’s entry into the domestic gas market and the creation of 200 new jobs, Eamon Ryan TD, Minister for Energy, commented: “Our policy of competition in the domestic energy market is reaping dividends for the consumer and wider economy. Airtricity is an innovative company and I wish it well in this venture.”

Kevin Greenhorn, Managing Director, Airtricity, commented: “Today’s announcement of Airtricity’s entry into the domestic gas market reinforces the success that the company has achieved to date in becoming Ireland’s largest independent energy utility. This major investment by Airtricity, including the creation of 200 new jobs between now and April 2011, will continue to fuel Airtricity’s growth and its ambitions to provide real and sustainable competition in the energy supply market. With the launch of Airtricity’s new dual-fuel energy rates, customers will now benefit from real choice, from real competition at last, and from real savings in their gas and electricity costs – putting their money back where it matters most, in their pocket.”

This is the latest major customer acquisition campaign by the independent energy utility and follows Airtricity’s market entry last summer into the domestic electricity market. Currently supplying cheaper and greener electricity to over 200,000 customers, Airtricity is on target to supply half a million customers in Ireland by 2013.

Making the better switch from semi-state suppliers to dual-fuel from Airtricity for both natural gas and greener electricity will pocket savings for the customer of €210 annually – equivalent to five weeks free natural gas and home electricity, and representing the best available energy deals in the market.

**Editor's Notes:**

1. The typical Irish household can now save €210 annually with Airtricity on their natural gas and electricity bills. For example, a typical Bord Gáis customer with an annual gas bill of €715 (inclusive of 13.5% VAT, based on typical annual consumption of 14,500 kWh) who switches to Airtricity's SmartSaver Dual Fuel Online 10%<sup>\*</sup> gas discount (eBill and Direct Debit) will pay only €650 – an annual saving of €65. In addition, a typical ESB customer with an annual electricity bill of €1,225 (inclusive of 13.5% VAT, based on typical annual consumption of 7,000 kWh) who switches to Airtricity's SmartSaver Dual Fuel Online 13%<sup>\*</sup> electricity discount will pay just €1,079 – saving over €145 annually. Customers who don't have a gas supply can still make the better switch to Airtricity for cheaper and greener electricity and enjoy Airtricity's 13%<sup>\*</sup> electricity discount – the cheapest standalone discounted rate in the market.
2. Airtricity's up to 13%<sup>\*</sup> discounted electricity rates valid for up to 12 months (commencing from the date of sign-up, and apply for the remainder of the month plus the next 11 months); up to 10%<sup>\*</sup> gas rates valid to 30th September 2011. Up to 6% SmartSaver Standard rates apply after introductory rates expire. Dual Fuel discounts based on electricity and gas at one address as a single account.
3. Changing energy supplier has never been easier, and switching to Airtricity couldn't be simpler. In less than 5 minutes you can be saving up to 10% and 13% on gas and electricity rates respectively. Customers making the better switch to energy made cheaper by Airtricity can switch online at [www.airtricity.com](http://www.airtricity.com), by calling 1850 40 40 80, or from the convenience of their home with one of the company's dedicated and helpful sales agents.

**About Airtricity:**

Airtricity is Ireland's largest independent energy utility and is the No.1 supplier of cheaper energy in Ireland. Airtricity now supplies over 200,000 electricity customers in Ireland, and is on target to supply over half a million customers in Ireland by 2013. With 69% of its electricity generation from renewable sources (CER 2008 Fuel Mix) Airtricity is Ireland's greenest electricity supplier and has been recognised as the leading greener energy supplier in Ireland, winning the Green Energy Award in 2010 for the second year running. In addition, Airtricity has been ranked in the Irish Top 20 of companies with the best reputations in the inaugural Ireland RepTrak 2010 study, and was named as the most reputable energy company operating in the country.

Airtricity is a wholly-owned division of the Top-30 FTSE 100-listed company SSE (Scottish and Southern Energy plc) Group, the broadest-based energy utility in Ireland and the UK. SSE supplies electricity and gas to 9.25 million homes and businesses, making it significantly larger than ESB and Bord Gáis combined.