

# **Airtricity electrifies energy prices wars with cheapest standalone rates – up to 13% cheaper than ESB**

## ***AIRTRICITY OFFERS LOWEST PRICE FOR DOMESTIC ELECTRICITY IN IRELAND***

Dublin, 27th February 2009 – Airtricity has added further fuel to the price wars in the domestic electricity market with the immediate introduction of a new improved tariff offering customers a saving of up to 13%\* on their home electricity charges. Consumers can potentially save between €100 and €150 a year by opting for Airtricity.

Airtricity now offers the cheapest stand alone electricity rates to Irish consumers compared to ESB and Bord Gais. By switching to Airtricity consumers will not only save cash but they will also help save the environment. Airtricity's renewable energy supply is the greenest in the market and is;

- **9 times** greener than ESB
- **5 times** greener than Bord Gáis and
- **Number 1** for renewable energy in Ireland, so every household that switches to Airtricity is significantly helping to reduce Ireland's dependency on fossil fuels and reducing Ireland's carbon emissions.

"We now offer the cheapest and most competitive rates for electricity to every consumer in Ireland, you don't have to be an existing customer to reap the full saving of switching to Airtricity," said Kevin Greenhorn, managing director, Airtricity Supply.

"There is an appetite for switching amongst Irish consumers in the current climate. Already 5,000 have made the switch and we anticipate that this discount will increase our numbers."

For further information or to switch to Airtricity visit [www.airtricity.com](http://www.airtricity.com) or call 1850 40 40 80.

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

**About Airtricity**

Airtricity Supply currently supplies renewable energy to over 42,000 customers in Ireland, with ambitious growth targets over the next 5 years. There are currently 9,000 business customers in Northern Ireland and over 33,000 customers in Republic of Ireland, both residential and commercial customers. Airtricity Supply is No.1 for renewable energy. Currently, supplying customers with 79% renewable energy, compared to only 9% being supplied currently by ESB. Airtricity was acquired by SSE (Scottish and Southern Energy plc) in February 2008. The acquisition gave SSE the market entry it was seeking to supply energy to customers in Ireland.