

Airtricity enters Domestic Electricity supply market offering 14% discounts to electrify savings on home electricity bills

£95 annual savings on typical household electricity bill from “Northern Ireland’s Cheapest Energy Supplier”

Airtricity has today announced its entry into Northern Ireland’s residential electricity supply market with discounted rates that will electrify savings on home electricity bills. The company, which already supplies electricity to Northern Ireland businesses, is guaranteeing domestic electricity consumers in Northern Ireland discounts of up to 14% on NIE Energy bills. Airtricity is the first energy supplier to enter the market since Northern Ireland’s domestic electricity market was ‘opened’ to competition in 2007.

Airtricity’s new electricity discounts offer residential customers in Northern Ireland the cheapest electricity in the market and a switching process that is simple and hassle-free. Customers switching to Airtricity can now typically save £95 on their annual household electricity bill by availing of Airtricity’s 14% discount on NIE Energy unit rates* – that’s equivalent to 7 weeks free home electricity. The new electricity rates, which are available from Tuesday 1st June, represent the most competitive electricity deals in the market, making Airtricity Northern Ireland’s cheapest electricity supplier.

Switching electricity supplier to Airtricity couldn’t be simpler and is hassle-free. In less than 5 minutes customers can switch and save up to 14% on their current electricity bills. Customers can switch from the convenience of their own home with a member of Airtricity’s dedicated and professional sales team, by calling 0845 601 4321, or online at www.airtricity.com.

To benefit from Airtricity’s SmartSaver Online 14% electricity discount (eBill and Direct Debit) and enjoy typical annual savings of £95 all a customer needs is:

- a copy of an electricity bill
- a current meter read
- and their bank account details.

Once the switch is made, customers will begin seeing savings of up to 14% in their electricity bills. There are no minimum or fixed term contracts to be entered into, and there is no need for customers to contact their current supplier. There is no disruption to a customer’s electricity supply and no need for any new wires or a new meter – the only change a customer will see is cheaper electricity bills.

Airtricity is a wholly-owned subsidiary of the FTSE-100 listed SSE (Scottish and Southern Energy plc) Group, the broadest-based energy utility in Great Britain and Ireland supplying electricity and gas to 9.35 million homes. Airtricity has been supplying electricity to Northern Ireland businesses since 2002, The company currently supplies over 10,000 business customers in Northern Ireland as well as 200,000 customers in the Republic of Ireland. The company operates 6 wind farms in Northern Ireland and is the No.1 renewable energy generator in the region with 182MW in operation, in construction or with consent for development.

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 Mulgrew
Stakeholder Communications
Tel: 028 9033 9949
Mobile: 07767 393252
E: brendan@stakeholdergroup.com

Kevin Greenhorn, Managing Director, Airtricity, commented: "Airtricity's entry into Northern Ireland's residential electricity supply market is fantastic news for the consumer – consumers want competition as it will not only drive down their energy costs but it will also provide families across Northern Ireland with the real choice and real savings in their electricity supply that they have been anticipating for so long. We're investing significantly in sales and customer service roles to support this market entry, and we have been working closely with the Utility Regulator and the Consumer Council for Northern Ireland to provide customers with a switching process that will be seamless and simple. We're confident that by offering real choice, real competition, and real savings consumers will make the better switch to Airtricity – putting their money back into where it matters most, their pockets."

Unveiling its entry into Northern Ireland's residential electricity supply market, Airtricity announced that it is creating 75 full time jobs to support its competitive market entry. The new positions encompass sales, customer service, billing and support roles, and Airtricity fully expects to build on these employee numbers as customer numbers grow.

Editor's Notes:

1. *Households in Northern Ireland can now save £95 annually with Airtricity on their electricity bills. Customers with an annual electricity bill of £676 (inclusive of 5% VAT, based on typical annual consumption of 4,500 kWh) who switches to Airtricity's SmartSaver Online 14% electricity discount (eBill and Direct Debit) will pay just £581 – saving £95 annually.
2. Airtricity's up to 14% discounted electricity rates are based on comparison to regulated NIE Energy standard Quarterly-billed Home Energy rates (Domestic 24hr), valid to 30th September 2011. Up to 6% discounted SmartSaver Standard rates apply after introductory rate expires. No Standing Charges apply to Domestic 24hr rates. A cooling off period of 10 days applies before registration is finalised.
3. The Utility Regulator is currently working with suppliers and the industry to introduce an unlimited switching system – in the interim the current system will allow 6,000 consumers to switch per month. Airtricity is currently offering supply to credit customers, and will extend supply to keypad/pre-payment customers by April 2011.

About Airtricity:

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 Great Britain and Ireland, supplying electricity and gas to 9.35 million homes and businesses.

Airtricity is the first energy utility to enter the Northern Ireland domestic electricity supply market offering the most competitive discounts of up to 14% on NIE Energy electricity rates. Airtricity has been supplying over 10,000 business customers in Northern Ireland since 2002. The company operates 6 wind farms in Northern Ireland and is the No.1 renewable energy generator in the region with 182MW in operation, in construction or with consent for development.

In the Republic of Ireland, Airtricity supplies 200,000 customers with cheaper electricity. The company was named the Republic of Ireland's most reputable energy company in the recent Ireland RepTrak 2010 study.