



A simple offering from a straightforward energy company

28 April 2008

Simply Energy today unveiled a new suite of products for the residential market aimed at providing new customers with a more simplified and competitive energy offer.

Simply Energy Chief Executive Officer Domenic Capomolla said the new products were introduced as an innovative approach to provide customers with maximum value by rewarding loyalty and prompt payment. "We value the loyalty of our customers. We don't see the need to lock our customers into two or three year contracts. Our aim is for customers to choose to stay with us because of our service and value, not because they are locked into a contract."

The new products were designed based on customer feedback and research which identified the need for straightforward discounts to help assist with the family budget but also to provide an affordable GreenPower accredited product for customers wishing to support renewable energy.

Simply Energy has also launched new online products with a compelling discount for the growing number of customers with a preference to research and transact online. New customers can complete the sign up entirely online in a matter of minutes without even needing an energy bill to complete the process.

Today also marks the launch of a major biodiversity project Simply Energy is undertaking with Greening Australia. The biodiversity project involves replanting cleared vegetation along the Victorian and South Australia border. Simply Energy will be planting a tree for all new green energy customers. The initiative will assist in the protection, movement and migration of native Australian wildlife and reduce risks associated with fragmented habitats.

"We are very proud of our new project and pleased to announce our commitment to plant over 40,000 trees in the next 18 months." Mr Capomolla said. "Greening Australia has over 25 years of industry experience in creating sustainable outcomes. They do much more than just plant a tree which is why we have chosen them as our project partner."

Details of the new products for residential customers are available from the Simply Energy website.

For further information, contact media liaison Rob Masters on 0413 147 080 or 03 9941 3109

Customers interested in obtaining an energy quote should visit www.simplyenergy.com.au and follow our quick 5 step process or contact Simply Energy on 13 88 08.