

1 August 2007

Mr Sam Sample
12 Sample Street
Sampletown
Vic 3000

Dear Sam,

As a valued EnergyAustralia customer we write to inform you of an exciting update.

EnergyAustralia has changed its name to **Simply Energy** in Victoria and South Australia.

EnergyAustralia and International Power Australia have been operating as a partnership in Victoria and South Australia. International Power Australia has purchased EnergyAustralia's share of the business and changed its name to **Simply Energy**.

What this means for you:

- Nothing changes but our name, we continue to be one of Australia's largest energy retailers, with over 400,000 electricity and gas customers.
- The name change does not affect the price or reliability of your energy supply and you will continue receiving the same great value.
- Our name is the only change; you will continue to receive the same high quality services from the same friendly staff.
- You may receive one more bill under the EnergyAustralia name that you would pay as normal, but moving forward from September 1st 2007 all your bills will be in the name of Simply Energy. Our new email address for billing enquiries is info@simplyenergy.com.au.

More about our owner:

International Power Australia has over 750 employees across the national business in Australia and has power stations in Victoria, Western Australia and South Australia, providing over 30% of Victoria and South Australia's energy needs.

Simply Energy has one goal and that is to give our customers what they want; a clear and simple way to power their lives.

Tell me more...

To find out more about our new company name, please visit our website at www.simplyenergy.com.au or call us on 13 88 08.

Kind regards,



Domenic Capomolla
Chief Executive Officer
Simply Energy