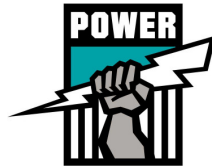




media release



Power declare their love for Simply Energy

Thursday 14th February 2008

Chad Cornes and Steven Salopek today declared their love for Simply Energy with a presentation of red roses on Valentines Day.

Why, you might ask? Simply Energy has become a Premier Partner of the club and exclusive energy supplier of the Power for the next three years – a sponsorship that will see their logo on the team's playing shorts.

"Simply Energy is an electricity and gas retailer delivering energy, plain and simple to their customers and with a focus towards a greener future. For what can sometimes feel like a confusing industry, Simply Energy has concentrated on making everything as straightforward as possible," Power Chief Executive John James said. "This is a principle we understand and support and it makes for a great fit with our business."

"Over the past 12 months we have had an existing partnership with Simply Energy and we look forward to our organisations growing together over the next three years."

Simply Energy Chief Executive Officer Domenic Capomolla agreed with John James stating "We are very pleased with our expanded sponsorship and see this as a commitment to the South Australian community, which is a very important part of our business, through sport."

To celebrate the new sponsorship, Cornes and Salopek pledged their 'love' to Simply Energy's Marketing Manager Naomi Bremner, presenting her with red roses earlier today. The duo have also made a seamless switch to Simply Energy.

"I signed up with Simply Energy over a year ago now and have enjoyed the benefits that they deliver. The bills are easy to read and it's simple to distinguish between my gas and electricity accounts," Cornes said.

“The move to Simply Energy was hassle free. I was able to complete the entire process online. They will even notify my existing provider for me. I encourage you to go online and make the switch too,” Salopek said.

In addition to the logo on the team’s shorts, the Simply Energy brand will be seen at AAMI Stadium, the Power’s change rooms and at Alberton Oval. Meanwhile, Cornes and Salopek will become Simply Energy ambassadors

Importantly, Simply Energy will kick off the partnership with a special online offer to club members, as part of the club’s Corporate Rewards program. Power members will receive 6% off the consumption component of their household energy bills with a bonus \$30 credit towards their first electricity bill by visiting www.simplyenergy.com.au/Power and entering the promotion code from their Rewards Program calendar.

Simply Energy is one of Australia’s largest energy suppliers, with more than 400,000 electricity and gas accounts. They sell electricity and gas to customers in South Australia and Victoria, including residential homes, small and medium businesses and the commercial and industrial sector.

Click here to find out more about Simply Energy, www.simplyenergy.com.au

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