



simply energy

Press Release

Simply Energy deal offers alternative supply option

Wellington, 20 May 2009 – Simply Energy has signed a three-year agreement with EDC Ltd to sell generation from EDC's Silverstream landfill gas plant direct to end users, bypassing traditional generator-retailers.

Under the agreement, EDC Ltd, an independent generator and energy services company, will utilise Simply Energy's wholesale market infrastructure to sell the 2MW of generation from Silverstream to their end customers.

Mike Drummond, General Manager of EDC Ltd, says the agreement is a winner for both companies.

"It means we can concentrate on selling electricity into our extensive customer base and running our generators, while Simply Energy manages all the wholesale market activities on our behalf on a transparent fee-for-service basis."

Stephen Peterson, Managing Director of Simply Energy, says the agreement enables both parties to focus on their relative business strengths.

"EDC has picked the wholesale market services they need from Simply Energy to complement their existing business operation.

"At a time when Genesis Energy has announced it is withdrawing from the large user (time-of-use) electricity market, direct sales from independent generators to end users represents a real alternative supply option," says Peterson.

The latest agreement takes the number of independent generation assets contracting with Simply Energy for generation and retail services to seven, increasing the energy under management by the company to a further 25GWh a year.

End of Press Release



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About Simply Energy – electricity generation, supply and transaction services

Simply Energy was established in 2005 as an independently owned and operated New Zealand Electricity Market (NZEM) registered generation and retail supply business. We are supplying and managing electricity to businesses throughout New Zealand, and have offices in Wellington and Auckland.

Our core business is developing, implementing and managing electricity generation, supply and network solutions for independent generators; commercial and industrial energy users; property companies; and electricity network companies.

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About EDC Limited - Energy Distribution Company

EDC Limited was formed in 2007 by Kevin Melville, owner of NME Electrical, one of New Zealand's largest electrical contracting companies. EDC owns and develops electricity generation assets and is providing energy supply and network solutions to commercial customers including retirement villages, apartment buildings, industrial parks and hotels.

EDC has offices in Wellington and Auckland and acquired the Silverstream Land Fill Biogas generation asset in Wellington from Mighty River Power in 2009. EDC is developing a hydro generation asset in the Wellington area and evaluating other generation opportunities that will establish EDC as a vertically integrated generation and retail business.

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