



Press Release

Specialist Electricity Retailer Expands Team

Wellington, 13 May 2010 – Simply Energy the specialist generation and retail supply services company continues to grow as they embark on their 5th year of operation.

Simply Energy Director Murray Dyer reports that “last financial year was a great year for the company with an established business that is continuing to build momentum around our core products and services”. Simply Energy are focused on independent generation and structured generation and supply services for commercial and industrial customers.

Dyer goes on to say that “the growth in our business and the exciting opportunities ahead have required us to further complement our team with two new members joining our Wellington office, Eileen Lockerd as Finance & System Controller and Chirag Patel as Financial Analyst”.

Eileen Lockerd is certified in Corporate Financial Management (CFM), is a Certified Management Accountant (CMA) and has an MBA from The University of Texas. Eileen has spent the last 15 years in the USA and NZ in financial roles in a number of multi-nationals including; IBM, Novartis and Advanced Micro Devices as well as working in some smaller growth companies. Dyer advises that “along with general financial management Eileen will be applying her extensive experience in continuing to evolve our reporting, systems and processes to meet our growing client base and business”.

“Eileen will be supported in this role by Chirag who has been working with Simply Energy since last year on a part time basis while he completed his final year of study at Victoria University”. Chirag has now completed his commerce degree majoring in Finance and Economics and joined Simply Energy permanently in February as a Financial Analyst.

End of Press Release

About Simply Energy – electricity generation, supply and transaction services

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simply energy

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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