



## Press Release

### **Simply Energy provides generation services to bring new energy source to market for Solid Energy**

**Wellington, 17 December 2008** – In a first for New Zealand, Simply Energy, an independent electricity generation and supply company, announced they are retailing electricity generated from Solid Energy's coal seam gas generator west of Huntly to the wholesale electricity market.

Solid Energy's generation builds on Simply Energy's track record of providing innovative transaction services for independent electricity generators who require direct access to commercial and industrial energy consumers and the wholesale market.

Solid Energy engaged Simply Energy to provide electricity market advisory and transaction services to connect and sell its trial generation into the wholesale market. The initial 1MW generation asset is an important step in assessing commercial viability of the wider coal seam gas field.

"We required independent electricity market expertise and the ability to sell electricity from the coal seam gas trial generation" says Brett Gamble, General Manager, New Energy for Solid Energy. "Simply Energy provided me with a total solution, they were able to combine advisory, transaction and generation settlement services within a single company offering which greatly assisted us in trialing and bringing this exciting new fuel source to market"

"Simply Energy is delighted to be working with Solid Energy on New Zealand's first coal seam gas generation trial asset" says Murray Dyer, Director of Simply Energy.



# simply energy

## 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.

As a specialist independent registered supply and generation business intimately involved in all facets of the market, Simply Energy is uniquely positioned to provide innovative electricity advisory, transaction, trading and supply services for our clients.

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