



MERCURY ENERGY LIGHTS THE WAY FOR POWER SAVINGS

Mercury Energy has launched an energy efficiency lighting campaign that could reduce Auckland's annual electricity usage by up to 48GWh – enough electricity to power approximately 6,000 homes.

Mercury Energy is offering a subsidy on the purchase of energy efficient Ecobulbs for its residential customers in the Auckland region (Vector and UnitedNetwork areas). Auckland customers in this area will be mailed a voucher which will entitle them to purchase five Ecobulbs for \$10. The company expects up to 50% of its customers to take up the offer, making it the largest energy efficiency lighting campaign in New Zealand.

Mark Carter, Mercury Energy's General Manager Consumer Markets, says the campaign allows Mercury Energy customers to benefit from the efficiencies of the latest lighting technology. "Customers will get more for less as the Ecobulbs provide better light output at a much lower cost," he says. "By simply replacing the five most frequently used bulbs in the home with Ecobulbs, customers could save over \$5 off their monthly power bill – up to \$680 over the life of the bulbs. At that rate the bulbs would pay for themselves in two months and they last up to 9 years."

Mercury Energy received a funding contribution for the campaign from the Electricity Commission. Roy Hemmingway, Commission Chair, says the Commission is pleased to be involved. "Getting energy efficient lamps into Auckland households is fundamental to reaching our target of having 3.5 million energy efficient lamps installed in homes across New Zealand by the end of 2006."

Ecobulbs were developed by Christchurch based company Energy Mad. The bulbs were recently one of two compact fluorescent lamps (CFL) recommended by Consumer when tested for light output and energy efficiency. Consumer found that a 20W Ecobulb produced 29% more light than a regular 100W incandescent bulb (full details can be found at www.consumer.org.nz).

Mercury Energy customers will receive their vouchers in the mail over the next week. Vouchers can be redeemed from any PAK'nSAVE, New World or Four Square stores from Papakura to Wellsford, while stocks last.

Ends

Note to Editors:

Savings calculated using Mercury Energy's Low User All-Inclusive Price Plan for customers in the Vector-Auckland network, assuming 20W Ecobulbs replace 100W incandescent bulbs and are used for an average of 2.5 hours per day. The life expectancy of Ecobulbs is 10,000 hours. This is based on the manufacturer's claims.

For more information please contact:

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