

first:utility announced as first UK utility partner for Google's PowerMeter

Leading smart meter energy supplier will bring Google's energy monitoring software tool directly to UK energy customers' computers or mobile devices

Warwick, 28th October 2009 – The UK's leading independent energy company, first:utility, today announced a partnership with Google to bring Google PowerMeter to the UK.

Google PowerMeter is a software tool that allows users to see a near-real-time display of their energy usage through their iGoogle account on their computer or mobile phone, all enabled by first:utility's innovative smart meter technology.

first:utility is the only energy supplier in the UK to provide free smart meters to its customers, rolling them out across the UK in a region-by-region approach, starting with the Midlands. To date first:utility, which launched to the residential market in September 2008, has over 30,000 customers signed up to its service.

Crucially, and unlike other systems, first:utility's Google PowerMeter service is free, and is due to go live in early November (2009).

Mark Daeche, first:utility's Chief Executive, said: "Ever since first:utility launched, it has been our intention to overhaul the UK's outdated energy supply industry to give customers better service and lower cost energy. We are the only energy supplier in the UK to provide smart meters for free and this partnership with Google is testament to our commitment to be an innovative and customer-focused energy company. This latest step in offering Google's PowerMeter is an exciting new way in which our customers can get better control over their energy consumption. At the end of the day, if you can't measure and view your energy use, it's very difficult to make savings and this iGoogle gadget puts the information right in front of the customer on their desktop"

Ed Lu, Google PowerMeter's lead engineer, said: "We share a vision with first:utility of providing consumers with access to information about their own home electricity use that will help them save energy and money. We need the help of innovative utility companies like first:utility to get Google PowerMeter into the hands of consumers, and we are delighted about this very first UK utility partnership."

Currently, first:utility customers can get access to their up-to-date energy usage and cost information online 24/7 via the first:utility customer web site or view their energy usage patterns on a Home Display Unit. Google PowerMeter, which relies on the accurate energy data relayed from first:utility's

smart meter technology, is a complimentary means through which first:utility customers will be able to manage their energy consumption, empowering them with the information to help lower their energy bills and reduce their carbon footprint.

first:utility expects to be offering the Google PowerMeter service to customers by early November 2009. Please see www.first-utility.com to register interest.

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Notes to Editors

About first:utility

first:utility is the smarter independent utilities supplier, offering electricity and gas services to a range of consumer and business customers. It is the only energy provider to roll out smart meters to all its customers, starting with the East and West Midlands. It is through the use of smart metering technology that first:utility can empower consumers to manage their own energy consumption and bills. It is headquartered in Warwick.

www.first-utility.com

About Google, Inc.

Google's innovative search technologies connect millions of people around the world with information every day. Founded in 1998 by Stanford Ph.D. students Larry Page and Sergey Brin, Google today is a top web property in all major global markets. Google's targeted advertising program provides businesses of all sizes with measurable results, while enhancing the overall web experience for users. Google is headquartered in Silicon Valley with offices throughout the Americas, Europe and Asia. For more information, please visit <http://www.google.com>.