

UTILITA ENERGY JOINS FORCES WITH EASTLEIGH FC

Six-figure deal "biggest in Spitfires' history"

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Utilita Energy is delighted to confirm it will become official club sponsor of Vanarama National League side, Eastleigh FC. The partnership was announced ahead of the biggest game in Eastleigh FC's history – their FA Cup 3rd Round clash with Bolton Wanderers scheduled for Saturday 9 January.

The deal will run for a minimum of three years, with an opportunity to extend, and will represent a significant investment into the club. It comes into effect from 1 June 2016.

Winchester-based Utilita – the UK's leading smart pre-pay energy provider – will see its logo appear on both home and away shirts of Eastleigh FC, who are nicknamed The Spitfires, as well as selected leisurewear and within the stadium.

Utilita Energy CEO, Bill Bullen, said: "Eastleigh's remarkable story mirrors our own: we are both proud of our Hampshire roots, but after a period of outstanding growth we are making big waves nationally.

"We have heard the Board's long-term plans for Eastleigh FC and we couldn't fail to be impressed. The ambition at the club is infectious – many of our staff are Eastleigh fans and residents so we already know about their success.

"To watch Eastleigh make such a huge impact in just a few short years reminds us of why we love football so much – it's a terrific story so far & we hope our investment & support can help the club reach its next target of League Two football."

This is not Utilita Energy's first foray into football. In October 2015, it signed a deal with the Scottish Professional Football League to become Presenting Partner of the Scottish League Cup.

Eastleigh FC Chairman, Stewart Donald, said: "We are thrilled to have a major national company like Utilita Energy come on board and show such faith in us. We have come a long way in a short space of time – it speaks volumes that we can attract a company of Utilita Energy's standing.

"There are many similarities between us and we have been blown away by their enthusiasm and ideas. This will not merely be another shirt sponsorship deal – Utilita Energy is keen to get involved with all aspects of growing the club and we could not be happier."

Last week Utilita Energy cuts its gas prices for a third time since 1 January 2015 – benefitting more than a quarter of a million UK homes and maintaining its Price Commitment to keep its prices lower than those of the so-called 'Big 6' energy providers.

Utilita Energy's unique offering – including that Price Commitment, Friendly & Emergency Credit and free user-friendly smart meters – has seen its customer base TREBLE from 90,000 in April 2014 to more than 275,000 by January 2016.

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ABOUT UTILITA ENERGY

Since 2003, Utilita Energy has established itself as Britain's leading supplier of smart pre-pay energy, more than doubling its number of customers in 2014/15 alone. Utilita Energy is the only supplier focused solely on the needs of prepayment energy users. Its success has been built on recognising the importance of delivering responsive aftercare to pre-pay customers. Offering a fairer energy deal to lower income and energy-conscious households, Utilita Energy is committed to maintaining a competitive tariff and develop user-friendly ways to 'pay-as-you-go'. Every customer is provided with free smart meters, allowing them to top-up their energy remotely and monitor their usage and credit balance in real-time, enabling them to take control of their energy spend. To find out more about Utilita Energy, please visit: www.utilita.co.uk