

UTILITA ENERGY CUTS GAS PRICES FOR A SECOND TIME IN 2016

Utilita Energy customers to pay £55 - 9.2% - LESS than 31 December 2015

FOR IMMEDIATE RELEASE: Monday 29 February 2016

Utilita Energy – the first energy supplier to cut its gas prices this year – this week confirmed it will be the first to slash them for a SECOND time in 2016.

Britain's leading pre-pay energy provider will reduce prices by an average 5.7%*. This comes into effect on 1 April and follows a 3.54% gas price cut on 1 January.

It means our average pre-pay customer is already saving £55.62** in 2016 alone after both price cuts.

It also reinforces Utilita Energy's Price Commitment – in place since 2008 - to remain cheaper than the Big Six energy providers***.

The price cut positively effects 278,000 UK homes.

Utilita Energy CEO Bill Bullen said: "We don't sit on our hands and wait for others – we consistently promise to pass on savings to our customers as soon as we can and we consistently achieve that.

"We did it in January 2015, then again in April, then in October, then again on New Year's Day this year– and we have done it again. All rolled together, those cuts mean our customers are saving an average £97 per year.

"We do this because our Price Commitment to be cheaper than the Big Six*** – always putting our customers first – is at the heart of every decision we make. That won't change."

"Wholesale oil prices continue to fall and our customers have every right to benefit from that – that is why we were the first supplier in Britain to cut prices in 2016 and we are now the first to do it twice in 2016."

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 310,000 by February 2016.

In January 2016 Utilita was also named one of Which? Magazine's 'Top 5' energy providers for quality and customer service.

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For more information please contact:

Jem Maidment - Head of Communications, Utilita Energy

Tel: 07464 480 413

Email: jemmaidment@utilita.co.uk

NOTE TO EDITORS

* Compared to prices on 1 January, 2016. The gas price cut is an average reduction of 5.7% across all regions, with a number of factors determining regional variations such as local market conditions and distribution costs.

** Compared to prices on 31 December, 2015

*** Based on Ofgem medium consumption (12,500 kWh) and using the best Dual Fuel standard variable prices available to prepayment customers from the Big Six suppliers.

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 visit www.utilita.co.uk