

UTILITA ENERGY CUTS GAS PRICE FOR 3RD TIME IN 2016

Rising supplier confirms cut just a week after reaching 350,000 customers

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Utilita Energy has announced a surprise 5% reduction to its gas prices – its THIRD cut in 2016 alone.

Britain's leading pay as you go energy provider will implement the price cut on Friday July 1, which follows previous reductions on 1 January and 1 April.

It means our average pre-pay customer will save a further £28.01* annually – a figure that rises to £83.47** when you take into account all Utilita Energy price cuts since 1 January.

The news positively effects more than 320,000 UK homes. Earlier this month the supplier also celebrated hitting 350,000 customers – adding 50,000 since February alone.

Utilita Energy CEO Bill Bullen said the new price cut cements his eight-year-old Price Commitment to remain cheaper than the Big 6 energy suppliers***.

"We identified an opportunity to further reduce our prices and did not hesitate to do so – we are always happy to pass on any savings we can to our customers," commented Mr Bullen.

"We have seen wholesale energy prices fall, and we are fortunate enough to be in a position to pass this on to our customers. We are immensely proud to be the first supplier to cut our gas prices three times in 2016.

"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 and that will never change."

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

ENDS

NOTE TO EDITORS:

* Compared to prices on 1 April, 2016. The gas price cut is an average reduction of 5% across all regions.

** Compared to prices on 31 December, 2015

*** Based on Ofgem medium consumption (12,500 kWh for gas and 3,100 kWh for electricity) and using the best Dual Fuel standard variable prices available to prepayment customers from the Big Six suppliers.

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ABOUT UTILITA ENERGY

Since 2003, Utilita Energy has established itself as Britain's leading supplier of smart Pay As You Go energy – more than doubling its number of customers in 2014/15 alone.

Utilita Energy is the only supplier focused solely on the needs of Pay As You Go energy users. Its success has been built on recognising the importance of delivering responsive aftercare to Pay As You Go customers. Offering a fairer energy deal to lower income and energy-conscious households, Utilita Energy is committed to maintaining its Price Commitment and developing 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