



4 June 2009

Good Energy Shop wins Observer Ethical Award

Good Energy Group, is delighted to announce that its online retail service, Good Energy Shop, won the Best Online Retail Initiative at the Observer Ethical Awards last night at a ceremony held at The Kensington Roof Gardens in London.

Actor Colin Firth, also one of the judges, presented the Good Energy Shop team with a trophy depicting its carbon footprint.

Juliet Davenport, Chief Executive of Good Energy, said: "We are delighted to accept the Observer Ethical Award for Best Online Retail Initiative."

"It's all too easy to feel powerless in the face of climate change. We see it as an enormous challenge but also an opportunity. Our electricity customers told us they wanted to do more at home to reduce their carbon footprint. So we launched Good Energy Shop to provide people with easy solutions to climate change, by helping them to use less energy in their home, and where they can, generate their own electricity."

"Good Energy Shop cuts through the confusion and offers another way to empower individuals to take positive, ethical action."

Lucy Siegle, Observer columnist and chair of the judging panel, said: "Green energy is something everybody talks about but very few people actually change their supplier. The Good Energy Shop allows people to do this easily and to understand the basics of green energy."

Also honoured at the awards was Sir David Attenborough, who was given a lifetime achievement award. In his acceptance speech he said, "It is immoral to waste energy," a sentiment which Good Energy wholeheartedly agrees with.

The Observer Ethical Awards are instrumental in bringing green issues to the forefront of consumer minds and making businesses reassess their attitudes towards sustainability. The awards recognise those who pioneer a sustainable future and identify products, ideas and companies that make ethical living possible.

For more information on Good Energy Shop please see:
www.goodenergyshop.co.uk

Notes to Editors

About Good Energy:

- The Good Energy Shop helps customers reduce their energy use and costs as well as providing the means for individuals, businesses and communities to generate their own green energy.
www.goodenergyshop.co.uk
- Good Energy is unique in the supplier industry by buying and selling only 100% renewable electricity - a major point of differentiation versus other players in the market. To compare the fuel mix of other suppliers please visit: www.electricityinfo.org/suppliers.php
- More than 25,000 homes and businesses across the UK have switched to Good Energy. Good Energy buys electricity from a pioneering community of more than 500 independent renewable generators that use wind, small scale hydro, solar power and sustainable biomass to generate electricity.
- In an official report entitled "Reality or Rhetoric? Green Tariffs for Domestic Customers" from the National Consumer Council, Good Energy was rated the greenest energy supplier in the UK. The report states: "For those consumers who want a green electricity supply, pure and simple, this is probably the closest they will get to it." Good Energy has also been named Best Buy for green electricity by Ethical Consumer magazine.
- Good Energy is owned by the Good Energy Group, an independent PLC, quoted on PLUS which specialises in investing in renewable energy. Good Energy Group has around 1700 shareholders, of which more than 90% are customers of Good Energy.
- Good Energy campaigns for more renewable generation in the UK, and is one of the original signatories to new Ofgem guidelines which aim to clear up confusion over 'green' energy tariffs.
- In 2008 alone Good Energy won a series of awards including: the Micropower Award for Innovation; the Wiltshire Wildlife Trust Award for Outstanding Contribution to the Environment; the British Renewable Energy Company Award and Juliet Davenport won PLUS markets CEO of the Year. It has twice been named a Sunday Times Green Company.
- Join Good Energy today and start getting 100% renewable electricity. Call 0845 456 1640 or sign up online at www.goodenergy.co.uk

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