



energy trading solutions for the independent power and gas sectors

For immediate release

Thursday 27th October 2005

SmartestEnergy re-configures senior marketing team to improve focus on core strategic objectives

Following a recent review of its medium to long term strategy, SmartestEnergy, the UK's leading consolidator for the independent generation sector, announces today that it is to realign and supplement the resources within its senior marketing team.

These changes will enable SmartestEnergy to focus more effectively on its core strategic objectives which include supporting the continued growth in its core electricity business and also being able to position itself more effectively as it manages the external threats to its business model.

To deliver this realignment a number of new appointments have been made. Steve Armitage, formerly Sales and Marketing Manager is appointed Manager – Supply Marketing. In this new role, he will be responsible for the formulation, presentation and execution of a strategy which will enable SmartestEnergy to develop a supply position either through contractual arrangements, or through acquisition or through organic growth. In addition, he will be tasked with the objective to gain control of a generation asset commensurate with SmartestEnergy's generation portfolio, either through acquisition, or tolling or a joint venture. In this new role, Steve will continue to report to Robert Groves, Vice President Commercial.

As a consequence of Steve's appointment to this new position, Tim Foster, formerly Business Development Manager will take up a new role as Manager - Offtake Marketing. In this new position, Tim will take over Steve's current marketing responsibilities in relation to SmartestEnergy's offtake customers. In this new role, Tim will also report to Robert Groves.

.../2

Given the expected level of business from SmartestEnergy's offtake customers throughout the autumn, Steve will gradually reduce his level of activity in his current role such that he has fully handed over his responsibilities and customer relationships to Tim by the end of November.

As a consequence of Steve taking up his new role as Manager – Supply Marketing, a third marketing executive, reporting to Tim Foster, will be recruited to help facilitate the Marketing Group's continued success in its core electricity market and with an additional remit to develop SmartestEnergy's presence in the carbon market.

Commenting on the new appointments, Kaz Takeda, President of SmartestEnergy said, "These new appointments are a direct consequence of our success as the leading consolidator for the independent generation sector.

"We now have a significant market share by a number of key criteria – customer numbers, technology type, geographical spread and MW capacity, now in excess of 1GW.

"Our challenge now is to build on this solid platform and broaden our reach into these new areas which we have identified as part of our strategic review.

"Steve and Tim will be the main drivers to grow our new and existing activities respectively and I wish them every success in their new roles," he added.

- ENDS -

For further information, please contact:

Robert Groves, Vice President, Commercial, SmartestEnergy

T 020 7448 0900

E robert-groves@smartestenergy.com

Christopher Biggs, Sinclair Consultants

T 01803 868824

E cbiggs@sinclair-consultants.com