



Media Release

At Last... Switching to Green made Easy

November 2008

EasySwitch.com.au is an exciting green energy comparison service for all Australian electricity customers, and will be officially re-launched to coincide with Global Entrepreneur Week (17 – 23 November).

The environmental benefits of switching to green energy are fairly well known. Up to one and a half Olympic swimming pools of carbon dioxide could be prevented by the average Australian home per year if they went green. Less known, is the fact that the average Australian households could also save up to \$80 a year by selecting a renewable energy plan that's right for them.

Although the burgeoning green energy market has created significant competition and choice, the lack of information and comparability has left a majority of potential customers scratching their heads. This has led to a deep concern and resistance by customers to support emerging renewable electricity initiatives.

Customers are able to overcome the daunting barriers created by a lack of accessible information via the free and unbiased online service at easyswitch.com.au. EasySwitch eliminates the stress, hassle, and uncertainty by providing comparisons across price, contract length, energy ratings, green energy mix, energy source, CO₂ saved, and other information.

Easyswitch also greatly simplifies the comparison and switching process with a unique 3-step model. This process is designed to be intuitive, unobtrusive, secure, objective, and requires nothing more than a postcode to get started.

Founder and Director of EasySwitch, Jamie Chivers, will be presenting a speech on unleashing the entrepreneurial spirit as part of Global Entrepreneur Week at an open event at the Department of State and Regional Development on Monday the 17th of November in the Sydney office and on Wednesday 19th at their Parramatta office. For more information about these events and the official launch of EasySwitch, please contact us.

For business and renewable energy enquires please contact:

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