

NEW **e-light** PLAN FOR FAMILIES OFFERS A TRIPLE PLAY: ELECTRICITY, GAS AND OFF-PEAK PRICING

Customers who moved to the free market with Enel Energia after liberalisation took effect on 1 July 2007 are already saving up to 27% on their electricity bills compared with the standard price in the enhanced protection system, where rates have been increased five times so far.

From today, families can enjoy even greater benefits with the e-light plans, which offer guaranteed prices for electricity and extend the low-cost philosophy to gas and off-peak pricing plans.

Rome, 3 October 2008 – More than one year after the opening of the free electricity market to ordinary households and in an environment of highly volatile fuel prices, Enel Energia is increasing its focus on offering guaranteed prices for electricity and extending its low-cost philosophy, introducing the new range of e-light plans, which offer even greater benefits for customers.

The Enel Group company for the sale of electricity and gas to households and businesses on the free market was the first in Italy after 1 July 2007 to offer families a rate plan that fixed the electricity component of the price for two full years, gaining more than **1.3 million households as customers, of which more than 20% also signed up for gas service**. In the business sector, Enel Energia now serves more than **1.5 million customers**.

Families that immediately signed up for one of the guaranteed price offers save **more than 70 euros** in a year – thanks as well to the conversion of EnelPremia points – compared with current prices in the enhanced protection market, where rates have been increased five times in the last 15 months. The first 450 thousand customers that signed up for Energia Pura Casa in July 2007 **are saving up to 27%** compared with the enhanced safeguard price.

With the new range of e-light plans, the benefits for customers are now even greater. For example, under the **e-light** plan, which fixes electricity prices for two years (the sign-up process is entirely on line), prices have not changed following the recent increase in regulated rates, **remaining at their launch level of 9.3 cents per kilowatt-hour** for the energy component. In addition, for the first time in Italy, Enel Energia is also offering an off-peak pricing plan and household gas supply.

Under the **e-light bioraria plan**, the cost of the energy component per kilowatt-hour is **7.7 cents** during the low-cost "blue time band", which runs from 7 p.m. to 8 a.m. from Monday to Friday and all day on weekends and national holidays. During the rest of the day – the orange time band – the price is **12.6 cents**. All customers with a remotely-readable digital meter are eligible for the e-light bioraria plan (Enel has installed about 31 million of these meters). The plan is advantageous for customers who consume at

least 67% of their electricity during the blue time band, otherwise the single-rate offer is the more advantageous option.

The peace of mind of a two-year guaranteed price for the energy component for gas service is now available online with the *e-light gas* plan, at the competitive price of just **39.9 cents** per cubic meter.

Benefits for customers do not end with the guaranteed price for the energy component: they also include simplicity of the new plans and the range of services on offer. Customers will receive **six “flat-rate” bills** every two months with the constant electricity and gas components, calculated on the basis of the level of bimonthly consumption selected by customers themselves, with just one annual adjustment payment for actual consumption. Enel Energia reserves the right to adjust the pre-set consumption level, subject to notification of customers, where actual use is 15% greater or less than the level chosen by the customer.

The procedure for signing up for one of the *e-light* plans, which for customers in the enhanced protection market means moving to the free market, **is completely on line**. Customers just have to visit www.enelenergia.it and with a few clicks they can sign up directly.

Thanks to Enel Energia's new, constantly updated portal, customers can review all the contract documentation and study the terms and conditions of the plans. Once they sign up, they will receive their bills in electronic format via e-mail, facilitating filing on their computer. Not only does this simplify record-keeping, it also helps the environment by reducing the number of trees felled for paper and consequently lowering di CO₂ emissions.

But that's not all: by signing up for an *e-light* plan, customers can also make an additional voluntary contribution to protecting the environment: for **just 2 euros a month** they can receive electricity with RECS certification, an international certification system to finance the development of renewable resources.

Another ongoing success is *Enelpremia*, which now has **more than 800 thousand customers**. Under this programme, customers accumulate Energy Points they can use to obtain discounts directly in their bill, prizes for the home and leisure time and special benefits for purchases at participating merchants. The programme also awards additional points to customers that consume less electricity in the second year of their contracts and even more points go to those using the Internet services for do-it-yourself meter reading and electronic billing. Thanks to agreements with **more than 30 major partners**, families cans save between **350 and 750 euros a year** for purchases made with their Enelpremia card.

In addition to the website www.enelenergia.it, customers also have other contact options: a toll-free number– **800-900-860** – with operators available from Monday to Friday, 8 a.m. to 6 p.m., as well as a host of PuntoEnel and Enel.si offices, where expert staff members are ready to welcome new Enel Energia electricity and gas customers. To find the nearest PuntoEnel office or Enel.si store, just visit www.enelenergia.it.

Please note that the guaranteed price regards the energy component of the reference price for the enhanced protection market. For a typical household (primary residence, 3kW of power, annual consumption of 2,700 kWh), this component represents about 65% of the total electricity price, VAT and other taxes excluded. That price does not include other rate components applied in the amount established by the Authority for Electricity and Gas, with the exception of the sales component, which is fixed.

For gas, the guaranteed price regards the component covering the variable wholesale cost of gas (the CCI component). For a typical household (primary residence, annual consumption of 1400 cubic meters), this component represents about 60% of the total gas price, VAT and other taxes excluded. That price does not include other rate components applied in the amount established by the Authority for Electricity and Gas, with the exception of the retail sales component, which is fixed.