



Green Power

ENEL - MEDIA RELATIONS

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Press
Release

ENEL GREEN POWER RETAIL: FIRST SALES OUTLET OPENS IN FRANCE

- *Enel Green Power inaugurates in Lyon the first of its 8 "Enel Green Power Retail" outlets in France.*
- *Enel Green Power Retail is looking at both the European market and certain emerging countries with a view to providing innovative solutions also in those areas.*

Rome-Lyon, September 21st, 2012 – Enel Green Power Retail has opened today in Lyon, France, its first out of 8 retail outlets in that country, the "Énergies Naturelles" showroom. Enel Green Power Retail is the franchise network specialising in installation services using renewable sources for households and businesses, with over 700 outlets in Italy.

In Italy, Enel Green Power Retail offers photovoltaic and solar thermal solutions, small-scale wind turbines, "turnkey" geothermal installations and high added value services with improved energy efficiency and electric mobility, thanks to its range of cutting-edge, certified products and ongoing and timely support, with clear, relevant commercial packages that incorporate the technological developments that are available on the market.

The Lyon sales outlet is the first step towards the international expansion of the renewable solutions offered by Enel Green Power Retail. Pursuing its commitment to development, the Company is currently looking at both the European market and certain emerging countries, with a view to providing innovative solutions also in those areas.

Enel Green Power Retail arrives on the French market with the offer "Énergie Sans Soucis", or "Carefree energy". By entering an Enel Green Power Retail outlet, customers can have access to a comprehensive range of products, raising awareness among citizens about taking a *Green Attitude*, responding to energy efficiency, electric mobility and alternative power sources.

There is a particular focus on ready-to-use photovoltaic installations. A preliminary diagnostic assessment and a feasibility study are carried out – including the necessary administrative procedures – and the installations are fitted by professionals (with the necessary qualifications and insurance). Highly efficient after-sales services are provided to ensure the estimated electricity output is achieved, along with a maintenance and support contract.

Thanks to exclusive agreements with the main suppliers and banks, Enel Green Power Retail offers its customers a range of financial solutions to make it possible for them to buy the products on offer.

Enel Green Power SpA Registered Office 00198 Rome - Italy, Viale Regina Margherita 125 - Companies Register of Rome, Tax I.D. and VAT Code 10236451000 - R.E.A. of Rome 1219253 - Stock Capital Euro 1,000,000,000 fully paid in - Management and coordination by Enel SpA.

Enel Green Power Retail is not just intended for residential customers: its commercial packages also include a range of products and services targeted at public administration organisations as well as businesses and agricultural clients.

About Enel Green Power

Enel Green Power is the Enel Group company fully dedicated to the development and management of renewable energy sources at the international level, with operations in Europe and the Americas. The company generated 22.5 billion kWh in 2011 from water, sun, wind and the Earth's heat - enough to meet the energy needs of more than 8 million households and avoid the emission of over 16 million tons of CO2 into the atmosphere. Enel Green Power is a world leader thanks to its well-balanced generation mix, providing generation volumes well over the sector average. The Company has an installed capacity of over 7,500 MW from a mix of sources including wind, solar, hydroelectric, geothermal, and biomass. Currently, EGP has over 680 operational plants in 16 countries in Europe and the Americas.

In France, Enel Green Power operates 10 wind farms for a total installed capacity of 166 MW.

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