

PRESS RELEASE

For immediate release

29 October 2010

Distributor price increases puts pressure on retail electricity prices.

The Australian Energy Regulator today approved the Victorian Distributor Price Increases for 2011 to 2015. This will result in a 6.0 per cent increase in Distribution Electricity Tariffs for 2011, and further increase of between 5.5 and 8.0 per cent each year thereafter. This will put significant further pressure on Retail Electricity Prices in Victoria.

Victorian Distribution determination final decision 2011 – 2015 www.aer.gov.au

This is just another cost that goes into lighting up your homes, however it is one of the largest costs making up approximately 40% of your total electricity bill and may be the straw that broke the camels back, as it is after the regulators allowed the distributors to pass through the costs of the new Smart Meters being rolled out through Victoria.

The Distributors do play an important role in the electricity industry as they are responsible for the delivery of the energy to your home and hence look after all the poles and wires. This infrastructure is vital to Victoria's economy as well as the safety for all Victorians.

However, Governments of the day and regulators need to consider the impacts of the decisions that they are making on the purse strings and family budgets. Too often these decisions appear to be made for economic theory reasons, which have very long pay back periods and usually significant upfront costs that some one has to pay for.

So now it is up to each individual retailer to decide whether to absorb these cost increases or to pass these prices on to the end user the customer in higher electricity bills.

To compare the price you are paying now to see if you can save money off your electricity bill with cheaper energy rates please visit www.clickenergy.com.au

About Click

Choosing an electricity company should be easy.

Click Energy started supplying electricity in Victoria in 2006. Since then, we have been one of the cheapest electricity retailers in the market* – and we plan to stay that way.

As an online electricity company, we don't have the same overheads as other energy companies. With our customer base continually growing, we can achieve economies of scale, which translates to real savings in our operating model. The benefits of this model allow us to absorb industry cost rises – and in turn share our savings with our customers.

And we do.

Click is Australian owned and operated with offices in Melbourne and Brisbane. Contrary to today's public perception, we want to do our bit to help people in managing the ever-increasing cost of living... and our mandate is to always provide cheap electricity to our customers. Click runs a 'no paper bill' operation, and won't charge for credit card payments. We don't have lock in contracts or exit fees, so if you do find we aren't the cheapest then we don't deserve your business.

To see how we can save you money, visit us at www.clickenergy.com.au or call one of the team on **1800 775 929**, and...

Switch to Click!

Media contact

For more information please contact our media team:

03 9473 1999

media@clickenergy.com.au