



## Press Release

2 July 2009

### ***SmartestEnergy to run renewable energy 'drop-in surgery' at The Royal Show 2009***

SmartestEnergy Ltd ("SmartestEnergy"), the UK's largest purchaser of electricity from the independent generation sector, will be running a renewable energy drop-in surgery for potential project developers and generators at The Royal Show 2009.

SmartestEnergy will be exhibiting on stand J-45-13 at The Royal Show, Stoneleigh Park, Warwickshire on Tuesday 7<sup>th</sup> - Friday 10<sup>th</sup> June, and will be offering guidance for land owners and farmers who want to know more about the returns they can make from generating renewable electricity on their land.

Demand for renewable electricity is soaring in the UK with businesses, households and the public sector requiring more and more of their energy to come from 'green' sources. The renewables industry is increasingly being seen as an engine of growth for the wider economy, as well as bringing very local benefits to farmers and landowners looking to diversify their land use and maximise their revenues.

SmartestEnergy will be running its exhibition stand at The Royal Show 2009 as a drop-in clinic, offering anyone considering renewable energy generation an opportunity to discuss their scheme in detail. SmartestEnergy will be using a financial cost model to give free tailored estimates of the payback of different renewable technologies, helping potential project developers assess the benefits of becoming a renewable energy generator.

With its established track record and knowledge of the market, SmartestEnergy offers Power Purchase Agreements (PPAs) tailored to maximise returns for each project. The company buys electricity from over 400 independent generation projects in the UK.

Tim Foster, Head of Business Development at SmartestEnergy said: "Farmers are increasingly looking to generate renewable energy as a way of diversifying their land use and creating additional revenue. At SmartestEnergy we have worked with a wide range of projects and technologies and can give you a realistic appraisal as to what you can expect to receive for your efforts and what type of projects would work best in your setting. We look forward to seeing you at The Royal Show."

Farms are ideal sites for locating technologies such as wind turbines, biomass fired generators or anaerobic digesters, with bankable paybacks. However, maximising the returns through the sale of power can be difficult and bureaucratic, especially to a new entrant into the renewable energy market. As the largest independent provider of PPAs in the country, SmartestEnergy can help demystify the market, offering you the most appropriate contract terms as well as continuous support and guidance throughout feasibility, construction, commissioning and operation of your renewable energy scheme.

SmartestEnergy will be on stand J-45-13 at The Royal Show 2009. For directions and more details about the show, please visit: [www.theroyalshow.com](http://www.theroyalshow.com)

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**About SmartestEnergy:**

- SmartestEnergy is the leading purchaser and supplier of electricity from the independent generation sector in the UK, with around 40% of the independent generation market share. It has agreements with generators, ranging from sub-1MW to 420MW, which means that SmartestEnergy can deliver power equivalent to nearly 10% of the UK's renewable output.
- SmartestEnergy helps half-hourly metered companies reduce their carbon footprint and meet their environmental responsibilities by providing renewable and low carbon energy contracts at prices competitive with traditional power generation.
- SmartestEnergy's portfolio of generators includes blue chip industrial companies such as Rolls Royce Power Development, British Sugar and Viridor Waste Management as well as individual generators and project developers.
- SmartestEnergy has strong links in the agriculture sector and purchases power from BiogenGreenfinch, Andigestion, Westmill Windfarm and many hydropower schemes on Highland Estates and Farms
- SmartestEnergy can deliver renewable power from a variety of technologies and projects including landfill gas; waste to energy; hydro; biomass and wind.
- SmartestEnergy is a limited UK company and is wholly-owned by the Marubeni Corporation of Japan. Marubeni's Projects Division is a global power projects player and today handles aggregate installed capacity in excess of 72,000MW. As SmartestEnergy is able to draw upon Marubeni's financial resources and management expertise, it is well-placed to develop its position in the UK market.
- SmartestEnergy can deliver renewable power, tracked from source to supply, through the bundling of the power with CCL Levy Exemption Certificates (LECs) and Renewable Energy Guarantees of Origin (REGOs).

**Media Enquiries**

David Hopkins  
Carbon International

[david.hopkins@carboninternational.com](mailto:david.hopkins@carboninternational.com)  
02074833343

**Media Enquiries**

Lucy Evans  
Carbon International

[lucy.evans@carboninternational.com](mailto:lucy.evans@carboninternational.com)  
02074833343

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