



NEWSFLASH

Martin Dix Named New Energy Entrepreneur Of The Year

Current Cost managing director celebrates award win at Rosenblatt New Energy Awards

Aldershot, Hampshire March 2010: Current Cost founder Martin Dix was recognised as New Energy Entrepreneur of the Year 2010 at the third Rosenblatt New Energy Awards held at London's Natural History Museum on 25 February.

According to its organisers, the award "salutes a successful innovator in the renewable space, one that has advanced the cause of their business more effectively than their rivals." The judges considered a range of criteria before making their selection, taking into account pioneering products, sales and profits growth and the level of market penetration.

"I was delighted to be recognised as New Energy Entrepreneur of the Year," says Dix. "We have just topped the one million sales mark of our Real Time Devices (RTDs) and it is great that the company is achieving industry recognition as well as leading the battle against energy waste."

Formerly an electrical engineer, Dix founded Current Cost in January 2004 after having a 'light bulb' moment. He concluded that the only way to encourage people to change their energy behaviour would be to empower them with real time information highlighting how much electricity is being consumed each time appliances are turned on – and how much is being wasted if they are left on unnecessarily.

Six years on and Current Cost has become the leading manufacturer of Real Time Devices with over one million sales. It has undertaken successful partnerships with DEFRA and OFGEM as well as a number of leading utility companies, all of which have contributed to the significant number of its market-leading displays being put to use.

To celebrate its success in hitting the one million sales mark, Current Cost is giving away a brand new low CO₂-emitting Citroën C2 car. To be in with a chance of winning, entrants need simply to log on to the Current Cost website at currentcost.com, hit the 'enter now' button and register their details. At the end of March, one lucky winner will be drawn at random from all those who have entered the competition.

Ends –



Notes to Editors

Current Cost was founded in 2004 and is the UK's most experienced manufacturer of real time displays for monitoring domestic electricity usage. The company continues to lead the market in innovation and was the first manufacturer to supply RTDs to the Top Six energy companies. Current Cost continues to lead the market in innovative RTD design and is the largest supplier worldwide, with over one million monitors installed to-date. C² proprietary technology is found in all the company's range of devices and is available in individual recognition plugs, standard meters, load management devices and other home electrical appliances such as clock radios. The information gathered by the C² software can be downloaded to a PC or as a part web application, so that households, housing associations and any other organisation can track improvement in energy efficiency and wastage reduction.