



## NEWS RELEASE

### **Save Energy and Win a Citroën C2 with Current Cost**

**Simply log on to [currentcost.com](http://currentcost.com) to enter the free prize draw**

**Aldershot, Hampshire 28 January 2010:** To celebrate the fact that it will soon have hit the one million sales mark with its market-leading energy saving real time displays (RTDs), Current Cost is giving away a brand new low CO<sub>2</sub>-emitting Citroën C2 car.

The simple, inexpensive RTDs highlight the amount of energy being wasted around the home, allowing householders to take immediate steps to cut back on unnecessary usage and cut the cost of their electricity bill.

“The aim of the real time displays is not to get people to change their lifestyles, simply to give them information so that they know when and where they are wasting it,” says Current Cost Managing Director Martin Dix. “To have sold one million devices is a terrific achievement. They are clearly helping people to save money as well as playing a part in reducing global carbon emissions.”

Current Cost chose the compact Citroën C2 car because of its green credentials and the fact that it shares its name with the innovative C<sup>2</sup> technology found in every Current Cost device. To be in with a chance of winning, entrants need simply to log on to the Current Cost website at [currentcost.com](http://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.

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#### **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 750,000 monitors installed to-date. C<sup>2</sup> 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 C<sup>2</sup> 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.