

MEDIA RELATIONS

Ph. +39 06 83055699 - Fax +39 06 83053771
e-mail: ufficiostampa@enel.com

www.enel.it

ENEL ENERGIA: NOW OVER 7 MILLION CUSTOMERS

- *“Tutto Compreso Green” a huge success, 72.5% of energy sold by Enel Energia comes from renewable resources, more than double the national average.*

Rome, November 17th, 2011 – Enel Energia has hit the **7 million customers** mark, with that many customers choosing its electricity and gas offer. Specifically, around one in six Italian households gets its electricity or gas service from Enel Energia, as do about one out of five business customers. Moreover, almost one million Italian households have elected for the convenience of having a single supplier for their electricity and gas needs.

The “Energia Tutto Compreso Green” offer has been a particularly huge success. It promises to supply electricity generated solely from renewable resources, with power plants that leave no carbon footprint and billing done using a system designed to lower CO2 emissions. There are four different service categories based on energy consumption: Small, Medium, Large and Extra Large. Prices are fixed for one year (VAT and taxes excluded) and customers have the option of managing their accounts entirely via the Internet. The offer also includes rewards for careful use of electricity with a bonus equal to two months of the service category chosen for those who do not exceed their monthly quota over the course of a year.

Enel Energia is committed to helping the environment as seen in recent data released by the Electricity Services Operator: **72.5% of the electricity sold by Enel is “green”, generated by the sun, wind and water, a figure that is double the national average (35.2%)**.

Enel Energia also provides many other benefits to its customers, such as Enelpremia, a free programme that lets customers earn points (Punti Energia) simply by turning on their lights or using gas, and thereby receive discounts on their bills and prizes chosen from a catalogue of environmentally friendly products manufactured by socially responsible companies.

In addition, it offers the Enelmia discount card that offers special discounts and services for residential electricity and gas customers. Cardholders receive a 5% discount on purchases at Carrefour, 10% off purchases at Mondadori stores, and 2% off on fill-ups at TotalErg petrol stations, among other advantages.