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USWITCH.COM COMMENTS ON OFGEM'S ANNOUNCEMENT TO REFORM THE ENERGY MARKET

Ofgem has today announced it will pursue breaking up the dominance of the big six suppliers on the gas and electricity market to encourage more firms, like new arrival the Co-op, to enter the energy market and increase competitive pressure.

Ann Robinson, Director of Consumer Policy at uSwitch.com, comments: "We welcome any strong action taken by Ofgem to shake up the market. However, while some aspects such as simplification of tariffs will take time if Ofgem is to get it right, there are some quick wins that would benefit consumers here and now. Campaigning for uniform annual statements and opening up 20% of generation capacity to new entrants could all be achieved in shorter timescales and will send out a strong signal to consumers that Ofgem means business. Competition will be greatly enhanced if Ofgem lays the path for another household name or trusted brand to enter the market as the Co-op did only recently.

"However, Ofgem's imminent appointment of an independent accountant to improve reporting disclosures is a clear sign that it is now prepared to take concrete action. With household energy bills spiralling and the threat of further price hikes on the horizon, there is a real need for effective competition in the gas and electricity market, making measures to improve choice and transparency even more important."

For more information visit www.uSwitch.com or call 0800 093 06 07

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About us

uSwitch.com is a free, impartial, online and telephone-based comparison and switching service, helping consumers compare prices on gas, electricity, water, heating cover, home telephone, broadband, digital television, mobile phones and personal finance products including mortgages, credit cards, current accounts and insurance. In 2010 uSwitch.com celebrated ten years of saving customers money.

uSwitch.com is the first comparison website to achieve the Plain English Campaign's Internet Crystal Mark, which is recognised as a standard that a website has clear language, is accessible and easy to use, and has been tested on a sample of its users.

uSwitch.com is dedicated to helping consumers save money whether they have internet access or not. It offers a dedicated call centre, manned by uSwitch customer service representatives, as well as a freepost 'Send us your bill' service, whereby customers can post their latest energy bills with their telephone number to FREEPOST USWITCH, to get a free call back from a dedicated customer services representative. The service is also available via fax, email and post. Consumers should fax 0203 214 8417, email CustomerServices@uswitch.com or write to Customer Services, uSwitch.com, Centro 3, 19 Mandela Street, London, NW1 0DU with their postcode and usage details.

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