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**NEW FIRST:UTILITY FIXED PRICE PLAN UNDERCUTS BIG SWITCH WINNING BID
– BY £1**

The Co-operative Energy's reign as offering the cheapest fixed price energy plan after winning the Big Switch bid, has been brought abruptly to an end. The announcement came last night, but already another new entrant, First:Utility, has nipped in to steal its crown.

The First:Utility deal is available across the market and comes in at £1,047 a year - £1 cheaper than Co-operative Energy^[1], and is fixed until 30th September, 2013. It has an early exit fee of £30 per fuel. The move now means that First:Utility has the cheapest overall plan on the market with its iSave V9 (£1,027) and the cheapest fixed price plan^[1].

Tom Lyon, energy expert at uSwitch.com, says: "This is what competition is about. The Big Switch winning bid was limited to the first 30,000 people - First:Utility spotted the opportunity and grasped it with both hands by bringing out a market-leading deal. It's a great move and means that even more people will win as a result of the Big Switch. It was always hoped that it would stimulate competition and, just one day later, another new entrant has decided to lead the way.

"Anyone who was worried about not getting the Co-operative Energy deal now has an alternative and it is available today, which means they don't have to wait around. The key thing now is for all consumers to run a full comparison based on their own circumstances to ensure that they secure the best energy plan for their needs."

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

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Notes to editors:

1. Based on a medium user customer using 3,300 kWh of electricity and 16,500 kWh of gas, on a dual fuel plan, paying monthly by direct debit with bill sizes averaged across all regions. First:Utility iSave Dual Fuel V10 averages at £1,027 a year. EDF Energy Blue+ plan averages at £1,054 a year.

About us

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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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