



For further information contact:

For further information contact:

Rachel Lear / Louise Mapp

Ascent PR

T: 0118 988 0501

E: rachel.lear@ascentpr.co.uk

Judy Wakelin

Bye Bye Standby

T: 01844 337804

E: judy.wakelin@domia.eu

MEDIA ALERT MEDIA ALERT MEDIA ALERT MEDIA ALERT

**BYE BYE STANDBY WINS ENERGY EFFICIENCY INITIATIVE
OF THE YEAR AWARD**

Bye Bye Standby® has won the Electrical Industry Awards 2007 for 'Energy Efficiency Initiative of the Year'. The award ceremony was held last night in London's Grosvenor Marriot Hotel.

Speaking about the win, Geoff Ellis, product director at Bye Bye Standby says, "It's great to be recognised for our efforts in energy efficiency and we're delighted to receive this award. The message about climate change is finally starting to sink in and interest in energy efficient products is on the rise. It's really important to be putting products like Bye Bye Standby out there for people who want to make a difference to the environment and reduce their own carbon footprint. We hope this will be the first of many awards in this sector for us."

Bye Bye Standby is an energy saving gadget that allows you to remotely cut power to electrical devices that are in standby mode, helping you to do your bit for the environment as well as save money on your electricity bill. Independent research shows that Bye Bye Standby would save the average UK household £38 a year, which could represent as much as £940million across the nation.

The Electrical Industry Awards offer the opportunity to celebrate all that is good within the industry with all of the top people in electrical engineering, contracting and power markets attending. Awards are presented to companies who have excelled over the last year.

Notes to editors:

- Bye Bye Standby® is available for review, please call Rachel Lear or Louise Mapp 0118 988 0501 rachel.lear@ascentpr.co.uk.
- Bye Bye Standby® can be bought in the high street, at wholesale and online including stores such as Comet, Costco, Currys, Waitrose or visit www.byebyestandby
- Recommended Retail Price £29.99

About Bye Bye Standby®: www.byebyestandby.co.uk

Bye Bye Standby® is an energy saving product which allows you to remotely cut power to electrical devices when in standby mode. Bye Bye Standby® is part of the Domia Group – a home control specialist and leading developer of smart energy solutions. Independent research shows that Bye Bye Standby® will save the average UK family household £38 a year, which could represent as much as £940million across the nation.