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**HAVE YOURSELF A 'GREEN' CHRISTMAS
WITH BYE BYE STANDBY®**

A new gadget has arrived on the high street that could save money as well as help us all to do our bit for the environment this Christmas. Bye Bye Standby® allows you to remotely cut power to electrical devices that are left in standby mode.

We all love the twinkle of fairy lights to bring Christmas cheer, but these won't bring much cheer to your pocket or the environment if they are left on all night. A set of 200 traditional Christmas lights use the same amount of electricity as a television, and the carbon dioxide produced by them could fill 15,500 hot air balloons, according to the Energy Saving Trust.

Fairy lights aren't the only culprit at Christmas. Energy consumption is generally high during the festive season with lights, televisions and stereos being left on for longer periods, not to mention the many electric powered gadgets that are purchased as gifts. With energy prices up by nearly 29 per cent since last Christmas, homeowners could benefit from using Bye Bye Standby® to 'switch off' and save the household money as well as reduce their carbon footprint. Bye Bye Standby® can be particularly helpful to the elderly or those with disabilities who cannot bend down to reach sockets.

The Bye Bye Standby® kit includes three smart sockets, (which can control up to four electrical devices each), and one remote control. Simply plug Bye Bye Standby® into a wall socket and then plug your Christmas lights or appliance into that.

Your Christmas lights can then be conveniently switched 'on' or 'off' at a touch of a button, so there is no longer a need to delve behind the Christmas tree and send baubles flying in order to find the socket.

Key features of Bye Bye Standby®:

- Simple plug-and-play installation - does not require additional wiring
- Smart Sockets can control up to four devices each
- Group on/off function
- Up to 30 metre remote control
- Compatible with any appliance up to 1,000watts (or 3,000W with a heavy-duty Bye Bye Standby® socket)

Research proves that people are not switching their appliances off at the mains. Appliances such as TVs, computers and hi-fi's left on standby create more than four million tonnes of extra carbon emissions in the UK alone (DEFRA), using the equivalent of the annual output of 2½ 700megawatt power stations. A survey by the Energy Saving Trust also found that the average household has up to 12 gadgets left on standby or charging at any one time, which the Trust estimates represents 10 per cent of their entire electricity bill.

With standby mode for some appliances still using as much as 25 per cent of the energy they do when they are switched on, switching off makes sense. 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.

-ENDS-

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.co.uk
- 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.