



ASX/MEDIA RELEASE

Australian Power & Gas appoints General Manager of Sales & Marketing

Sydney, 27 May 2011 – Australian Power & Gas (ASX: APK), an independent energy retailer, today announced it appointed Mr David Goadby as its new General Manager of Sales and Marketing.

Mr Goadby will join the company in July from British Gas, where he was Sales Director, Residential. British Gas, owned by Centrica plc, is the U.K's largest energy retailer with almost 16 million residential customers. In 2010, British Gas acquired more than 500,000 accounts using similar marketing channels deployed at Australian Power & Gas.

Mr Goadby has a strong sales and marketing pedigree, including senior roles with Scottish and Newcastle plc, Britain's leading brewer, and almost 10 years at leading global marketer Procter & Gamble.

“David is a stand-out candidate, and the fact that we are able to attract talent of this calibre speaks volumes for Australian Power & Gas’ growing reputation in the retail energy industry,” said CEO James Myatt.

“David’s expertise in the highly competitive U.K energy markets, topped with his previous experience in major consumer brands, is a significant addition to our skill base as Australian Power & Gas continues to deliver as Australia’s fastest growing energy retailer.”

Mr Goadby said: “Australian Power & Gas is one of the most exciting energy retailers across the global deregulated markets. It has a proven business model, with an outstanding growth trajectory, and a real focus on the customer. I look forward to making a significant contribution to achieving the company’s vision.”

ENDS

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About Australian Power & Gas

Australian Power & Gas Company Ltd (ASX:APK) is an independent ASX listed energy retailer. Australian Power & Gas holds a full suite of gas and electricity retail licences in Victoria, New South Wales, ACT, South Australia and Queensland and has been approved to operate by AEMO, the Australian Energy Market Operator. Australian Power & Gas was announced as the fastest starting company in the 2011 Business Review Weekly Annual Fast Starters List for a second year in a row, and was placed number 1 on the Business Review Weekly Fast100 list for 2010.

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