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**NEW DEVICE HITS THE HIGH STREET AS CURRYS INVESTS
IN ENERGY SAVING PRODUCTS**

***Bye Bye Standby could save UK households up to £1billion
a year on standby waste***

Currys has signed a deal with Bye Bye Standby to supply its new device, which allows you to remotely cut power to electrical devices that are in standby mode, to stores across the UK.

The move is part of Curry's pioneering strategy to help make British shoppers greener as the retailer launches its new in-store 'eco-range'. Bye Bye Standby will feature as a headline product in the new range across all 180 Currys Digital stores, 300 Currys Superstores and online. As part of the in-store promotion, Currys will be offering Bye Bye Standby at half price with all television purchases.

Martin Carpenter, product manager for New Category Development at Currys, said: "This is part of our ongoing commitment to bring to market environmentally sound technologies. Bye Bye Standby is an extremely well designed and robust product which we believe will have strong appeal to shoppers looking for ways to save money on waste as well as make a positive contribution to the environment."

Independent research shows that Bye Bye Standby would save the average UK household £38 a year in wasted standby energy, which could represent as much as £940million across the nation.

The Bye Bye Standby kit includes three smart sockets, which can control up to four electrical devices each, and one remote control. Bye Bye Standby is plugged into a wall socket and then the appliance or extension lead plugged into that. Each device can be switched off separately or as a group when leaving the room - pressing the remote button again instantly switches them back on.

Geoff Ellis, product director for Bye Bye Standby, said: "It's great to see that retailers such as Currys are recognising the importance of helping their customers become more environmentally aware. From both a corporate responsibility and market share perspective it's an essential departure for many retailers.

"From our perspective this is among the first big retail deals for our business so, it's great news for us and testament to the fact that people really see the value in what Bye Bye Standby can save – both in terms of the environment and their pocket," concluded Ellis.

Research proves that people are not switching their appliances off at the mains. This may be because they forget or cannot be bothered to go round and switch everything off late at night or before they leave the house. Bye Bye Standby offers a convenient solution to switch off up to 12 devices at the touch of a button. Bye Bye Standby will also be helpful to older people or those with disabilities who cannot bend down to reach sockets.

-ENDS-

Notes to editors:

- Currys and Bye Bye Standby have spokespeople available to comment on this deal, please call Rachel Lear or Louise Mapp 0118 988 0501 rachel.lear@ascentpr.co.uk.
- 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 will be retailing at £34.99 in all Currys stores and online.

About Bye Bye Standby: www.byebystandby.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. Research from Oxford University Consulting 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.

About Currys

- Currys is the UK's biggest electrical retailer with a network of more than 550 stores nationwide, including some 185 Currys.digital stores
- Currys' extensive product range (over 3000 lines) includes digital vision, DVD, home theatre, audio, photographic technology, cooking, laundry, refrigeration, computing, communications and small domestic appliances.
- The first Currys store opened in Leicester in 1896 – selling bicycles.
- On 5 April 2006 Currys announced its intention to extend its brand into 190 High Street stores formerly occupied by Dixons, rebranding them as Currys.digital and significantly increasing their product range.
- Currys offers customers a "hassle free" shopping experience with the convenience of seven-day delivery and installation services and comprehensive after-sales support, including 24-hour helplines and a national team of engineers called the Tech Guys.
- After research showed more than 50% of customers visit the Currys.co.uk site before entering a store, a simple new 'Reserve and Collect' service has been launched. This new service will secure items at a designated store in just one hour, at a guaranteed low price.
- Currys customers have the option of a comprehensive product support service, whateverhappens™ which offers fast and convenient repairs and technical support.