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**BYE BYE STANDBY WINS SILVER AWARD AT
INDUSTRY AWARDS 2008**

Bye Bye Standby® has won a Silver Award in the Hardware Category at this year's Industry Awards 2008 ceremony, held at London's Royal Lancaster Hotel. The prestigious Industry Awards celebrate the cream of the year's new products in the DIY, hardware and housewares industries.

Oliver Goffe, head of Marketing for Bye Bye Standby, said "This award is a significant achievement for Bye Bye Standby particularly in view of our efforts to raise awareness of energy efficiency. We've had an excellent response from retailers regarding Bye Bye Standby, which has been flying off the shelves since its launch. We are elated to have such a simple and convenient solution to such a big environmental issue".

Bye Bye Standby® is an energy saving product that 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.

The Industry Awards is the premier platform for the reward of excellence in the DIY, gardening and houseware sectors. It is organised by DIY Week, Hardware and Garden Review and Housewares Magazine.

- Ends -

Notes to editors:

Review Bye Bye Standby®

- Bye Bye Standby® is available for review, please call Louise Mapp or Danielle Mumford 0118 988 0501 louise.mapp@ascentpr.co.uk
- Bye Bye Standby® is available at www.byebyestandby.co.uk
- Recommended Retail Price £29.99

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

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