



Interactive to be First IT Company in the World to Run 100% Green Energy.

SYDNEY, AUSTRALIA - 29th September, 2008 – Systems availability specialist, Interactive Pty Ltd, today announced that from 1st November 2008 it will be the first IT company in the world to provide 100% Green (renewable) power to run its entire business. After concluding contractual negotiations with AGL, Interactive will provide only 100% Green power to run all services, operations, and data centre facilities for its more than 1100 customers across Australia.

Christopher Ride, Managing Director of Interactive, said; "Interactive is very happy to be leading the IT market in the use of 100% Green power. Many organisations, including Interactive, are focussing on ways to reduce their carbon footprint, which is an excellent start, but more importantly, Interactive recognises that using 100% Green power is the most effective step; particularly when dealing with power-hungry data centres." Ride added, "Using more expensive power that is environmentally healthy is part of our future whether we like it or not. For a business like ours, it's better to take the step now and be ahead of that curve, rather than behind it. The IT market can be very cost sensitive, but we believe that we have the economies of scale, the power efficiencies, and the relationship with AGL to provide 100% Green power and not lose our market competitiveness."

Ride believes that in time, customers will receive Carbon Credits for using 100% Green services such as those they are providing. "There is a lot of discussion about how best to tackle the environmental impacts we make," Ride said. "*Triple Bottom Line Reporting* is a clear indication of how companies will be measured in the future. Therefore, I can be absolutely certain that the steps we are taking will prove, in the short-to-medium term, that we are making the right decision by our customers, our staff, the community, and also the continued success of our business."

Interactive has engaged third party company, Carbon Planet, to oversee its Green initiatives.

About Interactive

Established in 1988 and fully Australian owned, Interactive is a premium provider of data centre hosting, IT hardware maintenance, disaster recovery, and outsourcing services. Interactive runs five data centres located in Sydney, Melbourne and Brisbane and maintenance services nationally, plus New Zealand and the Pacific Islands. Interactive supports more than 1,100 of Australia's most successful businesses with 200 employees and has service revenues \$60 million per annum. Interactive will spend approximately \$900k this year on Green power.

www.interactive.com.au

About AGL Energy

AGL Energy is Australia's leading energy provider with the largest privately owned network of renewable generation platforms. Green power will be supplied from AGL's national hydro, wind generation and landfill gas sources across Australia. In little more than 12 months, AGL has invested more than \$2 billion in renewable generation. AGL was the first Australian Energy company to provide an accredited Green energy product.

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