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Media Release

AGL launches campaign to highlight everyday reliance on gas

25 September 2014

AGL Energy Limited (AGL) is launching a new advertising campaign to build understanding of the importance of coal seam gas in the NSW energy mix and our reliance on gas in our everyday lives.

The campaign, which consists of television and newspaper advertisements, take viewers through a normal day and highlights how we use gas at work, at home and in the broader community.

AGL's Group General Manager Upstream Gas, Mike Moraza, said the advertisements underline the coexistence of coal seam gas projects with local farming and local communities and how it underpins many of our day-to-day activities.

"The advertisements aim to convey some of the many ways we use gas every day; it heats our showers, fuels the school bus and powers our manufacturing industry.

"We also feature AGL's Camden Gas Project, which has safely produced natural gas from coal seams for 13 years side-by-side local agricultural activities, and produces around five percent of the state's gas needs.

"The community has indicated it would like more information about coal seam gas. The advertising campaign is one of our many initiatives to increase awareness and understanding of the important role gas plays in NSW.

"In addition to the television and newspaper advertisements, we are engaging face-to-face in local communities, holding public meetings, conducting regular open days, participating in local events, and connecting through the YourSayAGL website."

NSW is the only state in Australia that is not self-sufficient in gas. Camden, which provides five percent of the state's gas needs, is the only coal seam gas producing site in NSW.

"By producing gas at Gloucester we could bolster the state's locally-sourced gas supply to about 20 percent of demand, which would help reverse the gas supply shortfalls forecast from 2016 while putting pressure on rising gas prices," said Mr Moraza.

The first advertisements titled 'A Day in the Life' will be launched on Sunday 28 September 2014 and will run in regional and rural NSW for eight weeks.

The advertisements can be seen at www.YourSayAgl.com.au from Monday 29 September.





Further inquiries:

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About AGL

AGL is one of Australia's leading integrated energy companies and largest ASX listed owner, operator and developer of renewable energy generation in the country. Drawing on over 175 years of experience, AGL operates retail and merchant energy businesses, power generation assets and an upstream gas portfolio. AGL has one of Australia's largest retail energy and dual fuel customer bases. AGL has a diverse power generation portfolio including base, peaking and intermediate generation plants, spread across traditional thermal generation as well as renewable sources including hydro, wind, landfill gas and biomass. AGL is taking action toward creating a sustainable energy future for our investors, communities and customers.