

PRESS RELEASE**CONTACT INFORMATION:**

Belkin Limited
Liz Nicholson
PR Executive
T: 07917 128849
E: lizn@belkin.com

Belkin helps you save money and do your bit for the environment – the new Conserve Surge Protector pays for itself within 1 year!

- *Reduce your home's energy consumption and save up to £40 per year on your electricity bill*
- *Conserve Surge Protector pays for itself in the first year*

(Rushden, UK) – 8 September, 2009 – Belkin today announced the launch of the Conserve Surge Protector, the latest in its extensive range of surge protectors for the home and small office. Conserve not only offers superb protection against electrical power surges, but also allows you to reduce your home's energy consumption by eliminating the standby power used by many modern appliances.

We're all aware of the impact that global warming is having on our planet, and that reducing our energy consumption has obvious benefits for the environment. Leaving electrical equipment on standby can not only reduce its lifespan, but also uses electricity needlessly and costs more money. Many people are unaware that standby power can account for as much as 20% of their home's annual energy usage. By using one or more Conserve Surge Protectors from Belkin, you can reduce this wasted energy and cut your electricity bill.

Standby power is the electricity consumed by appliances when they're not in use. Appliances such as TV's, DVD players, games consoles and stereo systems do not completely turn off when you press the power button. Instead they remain in standby mode, drawing power even when they're not in use. With an increasing number of electronic appliances in the home, the combined effect of these unnoticed power wasters can add up fast.

The Conserve Surge Protector from Belkin has eight power sockets, six for appliances that can be completely powered down, and two for those that need to remain on standby. With a 20m range, Conserve's wireless remote control switch allows you to power down these devices from anywhere in your home, while leaving equipment such as DVR's, PVR's and HDD recorders in standby mode connected to the two always-on outlets. The remote control switch can also be wall mounted anywhere in your home so you can switch the power off easily as you leave the house or before you go to bed, making Conserve a convenient way to save energy and money.

One single remote control switch has the ability to control up to eight Conserve Surge Protectors, providing even greater energy and cost savings.



**Conserve Advanced Surge Protector
BG108000ce2M - £34.99**

- £100,000 connected equipment warranty
- Energy saving wall mountable remote control switch; 20m Range
- 8 surge-protected sockets – 2 always-on, 6 remote-switched
- Cable Management System
- Complete protection – 1836 Joules
- Maximum Spike Amperage – 72,000A
- Child Safety Shutters
- Lifetime warranty

For further information, images or product samples please use the contact information above.

Notes to Editors:

Energy Consumption Statistics:

- Annual European electricity consumption is **765,000,000,000 kWh**
- Energy consumption annually grows by nearly **2%** or **15,300,000,000 kWh**
- **112,000,000,000 kWh** is accounted for by Consumer Electronics devices
- **20% or 22,400,000,000 kWh** of this is accounted for by Standby Power
- **£0.13** is the cost of 1 kWh in the UK
- Standby power is costing Europe a mind-blowing **£2.912 billion**

SOURCE: US DOE Energy Information Administration

About Belkin

Belkin – www.belkin.com – offers a diverse product mix that provides people with seamless electronics integration in their homes, cars and on the go. Founded in California in 1983, Belkin is a privately held company and the recognised leader in connectivity solutions, in addition to accessories for iPod devices, computers and more. We provide extensive solutions for networking, home entertainment – with our PureAV line of cables, power and digital wireless accessories – and many more categories.

Belkin's phenomenal growth has led to our expanding global presence. In addition to corporate headquarters in Los Angeles, we also have offices throughout the Asia Pacific region. Belkin's European headquarters are located the UK, with further offices in Denmark, France, Germany, Italy, the Netherlands, Spain, Sweden and Dubai (UAE) dedicated to their regional markets.