

Embargoed for release: 07:00: 6 July 2009

BGLOBAL PLC

(“Bglobal” or “the Company” or “the Group”)

BGLOBAL LAUNCHES NEW “ENERGY COUNTS” VISION FOR SMART METER DELIVERY

Bglobal plc (AIM:BGBL) the market-leading provider of smart metering services to the UK energy market announces the launch of its new *Energy Counts* campaign for business customers seeking to comply with UK Government directives on carbon reduction.

Bglobal’s vision is to make *Energy Count* for all customers and today launches a strategy to help businesses across Britain get ready for the Carbon Reduction Commitment Challenge through smart metering adoption. Some 20,000 businesses will receive letters from the Government in September this year informing them that they may be on the new league table consisting of 5,000 carbon emitters who will potentially pay penalties if they don’t make moves to measure, manage and reduce their carbon emissions.

As part of this scheme, money collected from participants for carbon emission allowances is recycled back to the participants based on their overall performance. Therefore, a company that achieves significant energy and carbon savings is likely to receive a payment greater than the cost of purchasing their allowances. In contrast, companies that do not reduce their carbon emissions will receive less than they paid into the scheme.

Bglobal has launched a new corporate image centering its messages on the *Energy Counts* vision statement. The site can be found at www.bglobalmetering.com.

Tony Barnes, Bglobal Group Chief Executive, commented: “The message is clear – be ready or pay the penalty. Installing Bglobal smart meters is the first step towards getting ready for the CRC challenge.”

“*Energy Counts* is a powerful vision for Bglobal. Not only does it capture the essence of what we do in our core metering and energy services business, it also expresses that energy management has never been more important, and that our personal energy and passion is important in the way we deliver for our customers.”

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