

PRESS RELEASE



DATE: 7TH AUGUST 2007

NO NEED FOR 'BEATTHE DROUGHT.COM' SO KEY WATER WEBSITE BECOMES 'WATERINTHESOUTHEAST.COM'

A unique water-industry website launched at the height of the serious South East drought has changed its name, in order to continue its long-term message to encourage water conservation.

The highly-successful www.beatthedrought.com – the focus of customer communication during serious water shortages from 2004-2006 - has become www.waterinthesoutheast.com.

The name change reflects the current healthy water resources picture across the South East region.

Over the coming months the website will also be used to update customers and key stakeholders on how the water companies intend to consult on their plans to maintain supplies in the future – some of which include a number of investigations into building new reservoirs across the region.

Nick Roadnight, Managing Director of Portsmouth Water said “The beatthedrought.com website was one of many successful joint initiatives delivered by nine water companies, their regulators and industry partners, who combined forces to create the 'Beat the Drought Alliance' during one of the worst droughts since 1933.

Even though the most recent drought is over and many parts of the country have been devastated by floods, this website still has an important role to play because no-one knows when the next drought will be.

That’s why we’re delighted to support the website, which continues to be a single point of reference for our customers, providing clear information on the current water resources picture, what we’re doing to protect drinking water supplies in the long term and how customers can continue to play their part in using water wisely.”

The website will also feature a number of high profile campaigns and promotions which are supported by the Alliance comprising Anglian Water, Folkestone & Dover Water, Mid Kent Water, Portsmouth Water, South East Water, Southern Water, Sutton and East Surrey Water, Thames Water, Three Valleys Water, the Environment Agency, the Consumer Council for Water, Water UK and Waterwise.

To date, nearly 200,000 people have visited the site since it was launched in March 2006 when, at the height of the south east drought, it gave vital information on the seriousness of the situation and where restrictions were in place.

For further information please contact Andy Neve, Technical Director, on 023 9249 9888.

Ends

Notes to Editors

Portsmouth Water is one of the oldest water companies in the country, having been incorporated in 1857.

OUR WATER SOURCES

Our water, of high quality, is derived from the chalk of the South Downs and is abstracted from wells, boreholes, springs and the River Itchen.

The Springs at Havant and Bedhampton are thought to be the largest group of springs used for public supplies in Europe.

STATISTICS

We serve 286,000 homes and businesses in an area covering 868 square kilometres (335 square miles) from the River Meon in Hampshire to the River Arun in West Sussex.

Every day we supply around 180 million litres (40 million gallons) of water to a population of over 640,000 people at the lowest cost in England and Wales.

OUR DISTRIBUTION NETWORK

Water is supplied to our customers through a network of over 3,200 kilometres (1,990 miles) of underground water mains and more than 280,000 individual service connections, all of which are continuously maintained by our distribution staff.