
NEWS RELEASE

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Global marketer Andrew Lark joins MRP Board

Mighty River Power today announced the appointment of experienced international marketer and digital innovator, Andrew Lark, to the Company's Board.

Mr Lark has more than 25 years' experience leading global marketing functions in large international companies in Asia, Europe, the United States and most recently as Chief Marketing & Online Officer of Australia's largest bank, Commonwealth Bank. He was previously Chief Marketing Officer at Dell, responsible for leading the global marketing of its Enterprise & Public Group, and has held other senior marketing, consulting and online roles with start-ups and some of the world's best-known technology brands.

Mr Lark is currently CEO of Group Lark, a digital and social media consulting firm. Mr Lark has held a number of directorships of public and private companies and sits on the Boards of SLI Systems and No 8 Ventures, a leading technology venture capital firm, and the Advisory Boards of Simple, a marketing productivity platform, and Marketshare, a firm specialising in marketing analytics.

Recognised for his outstanding contribution to New Zealand's hi-tech sector, Mr Lark was the inaugural winner of the World-class New Zealander award, and most recently was awarded the "Flying Kiwi" award by the New Zealand Hi-Tech Trust, acknowledging his valuable contribution in the hi-tech area.

Mighty River Power Chair, Joan Withers, said the two director appointments during FY2014 considered the evolving business priorities and the opportunity to complement the current range of skills and experience around the board table – with former Transpower Chief Executive, Patrick Strange, joining the Board in February and Mr Lark who will start as a director as of today.

"At a time when we are seeing opportunities in our industry to innovate and use technology to drive benefits for consumers, it is fantastic to have a Kiwi joining our Board with this sort of global experience in marketing and online across business-to-business and consumer sectors, as well as a strong record in emerging technologies."

Mrs Withers said the two recent appointments had returned the Mighty River Power Board to an appropriate complement of eight directors as announced at the 2013 Annual Shareholders' Meeting. Mr Lark and Dr Strange are required to retire prior to the next Annual Shareholders' Meeting in November and stand for election by shareholders at that meeting.

ENDS www.mightyriver.co.nz

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Mighty River Power is a company with a great New Zealand heritage, and a leader in this country's electricity industry.

Our core business is focused on harnessing natural resources to produce electricity. Every year the power stations operated by Mighty River Power generate enough electricity for about 1 million New Zealand homes. We are proud to be more than 90% renewable and, through our listing on the New Zealand Stock Exchange (NZX: "MRP") and the Australian Stock Exchange (ASX: "MYT"), to have over 100,000 shareholders alongside the Crown as our majority owner.

Mighty River Power supplies electricity to about 1-in-5 homes and businesses across New Zealand, through our flagship brand Mercury Energy and other specialty brands. Our metering business, Metrix, the second largest meter provider in New Zealand, is building an important strategic platform with a growing network of 'smart' meters and services to electricity retailers and their customers. We are one of the world's largest geothermal power stations owners and we are applying our geothermal expertise to explore international growth opportunities.
