

See the nation's London 2012 tweets in lights

- The world's first social-media-driven-lightshow to take place nightly on the EDF Energy London Eye-

From July 19, the EDF Energy London Eye will transform into a dynamic lightshow, driven by conversations on social media about this year's most anticipated sporting event - London 2012. EDF Energy is capturing the nation's excitement for the Games by measuring London 2012 related tweets and converting them into UK's first social-media-driven lightshow on the iconic landmark every night at 9pm.

Olympic legend Daley Thompson will kick off the first light show at the EDF Energy London Eye on 19 July, unveiling the nation's mood as London 2012 approaches - the highs, lows, triumphs and glories - through a variety of colours and sequences. A unique lightshow will then light up London's sky every day throughout the Olympic and Paralympic Games. The lightshow will also be live-streamed every day at edfenergyofthenation.com

To create the lightshow, EDF Energy has partnered with a group of graduates from the Massachusetts Institute of Technology (MIT), one of the world's leading science and technology Institutions. Together, they developed an intuitive algorithm that linguistically analyses tweets about the Games from the UK*. Real-time social sentiment tracking splits the tweets into positive and negative conversations and filters them through a programme, which systematically converts them into a lightshow.

EDF Energy of the Nation gives people up and down the country a chance to get behind the Games and help deliver an incredible show on one of the world's biggest stages. It provides a visually engaging snapshot of the nation's celebrations of London 2012 - including displays of the Union Flag and gold, silver or bronze lighting, dependent on the colour of the medals Team GB bring home.

Justin Manor, Founder of Sosolimited, who developed the technology for the lightshow comments, "The algorithm we developed converts real-time social emotions into colour and motion – tweets to light show. We distil 24 hours of action into 24 minute visual concert that embodies the emotional peaks and troughs of the day. Being able to light up the EDF Energy London Eye every night is a one of a kind of experience both for us and anyone who wants to join in on Twitter."

Gareth Wynn, EDF London 2012 Programme Director comments, "London 2012 will be celebrated through a series of remarkable moments that will be captured and shared by millions instantly on social media. Energy of the Nation pushes boundaries by allowing people to get behind the Games on Twitter and see the emotion of these key moments represented each night on this globally recognised icon of London."

To see how the nation is talking about London 2012 on Twitter, including regional breakdowns revealing how local communities are tweeting about the Games, go to edfenergyofthenation.com or download the Energy 2012 smartphone app.

EDF Energy, the official electricity supplier to London 2012, is proud to be powering the Games, as well as the EDF Energy London Eye and Tower Bridge with our low-carbon nuclear backed electricity**. To find out more about low-carbon electricity visit: edfenergy.com

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*This algorithm developed by Sosolimited in partnership with EDF Energy, linguistically analyses tweets about the London 2012 Games from the UK and splits the tweets into positive and negative conversations. These conversations are then filtered through a programme, which systematically converts them into a lightshow.

For detailed information about how this works, please visit:

<http://www.edfenergy.com/brand/energy-of-the-nation/how-it-works.shtml>

** EDF Energy's electricity supply to the Olympic Park is backed by 80% electricity from EDF Energy's nuclear generation assets, 20% electricity from renewable sources. The electricity provided to the London Eye and Tower Bridge is 100% backed by electricity from EDF Energy's nuclear generation assets. All low-carbon electricity purchased to supply the Olympic Park, London Eye and Tower Bridge is supplied into the National Grid, and each receives electricity via the National Grid, not directly from any specific generations assets.

Note to editors:

EDF Energy

EDF Energy is one of the UK's largest energy companies and the largest producer of low-carbon electricity, producing around one-sixth of the nation's electricity from its nuclear power stations, wind farms, coal and gas power stations and combined heat and power plants. The company supplies gas and electricity to more than 5.5 million business and residential customer accounts and is the biggest supplier of electricity by volume in Great Britain.

EDF Energy's safe and secure operation of its eight existing nuclear power stations at sites across the country makes it the UK's largest generator of low carbon electricity. EDF Energy is also leading the UK's nuclear renaissance and has published plans to build four new nuclear plants, subject to the right investment framework. These new plants could generate enough low carbon electricity for about 40% of Britain's homes. They would make an important contribution to the UK's future needs for clean, secure and affordable energy. The project is already creating business and job opportunities for British companies and workers.

Through Our Sustainability Commitments, EDF Energy has launched one of the biggest environmental and social programmes of any British energy company and the company has since been awarded the highest ranking of Platinum Plus in Business in the Community's 2011 Corporate Responsibility Index, the UK's leading voluntary benchmark of corporate responsibility.

EDF is an official partner and the electricity supplier of the London 2012 Olympic and Paralympic Games. The company is also helping its customers and others use energy more sustainably through products and initiatives such as Team Green Britain, real time energy monitoring and electric vehicle research.

EDF Energy is part of EDF Group, one of Europe's largest power companies. The company employs around 15,000 people at locations across the UK.

For more news from EDF Energy please see www.edfenergy.com/media-centre/ . To find out more about the UK's energy challenges look at www.edfenergy.com/energyfuture/

EDF Group

The EDF Group, one of the leaders in the European energy market, is an integrated energy company active in all areas of the business: generation, transmission, distribution, energy supply and trading. The Group is the leading electricity producer in Europe. In France, it has mainly nuclear and hydraulic production facilities where 96.5% of the electricity output is CO₂-free. EDF's transmission and distribution subsidiaries in France operate 1,285,000 km of low and medium voltage overhead and underground electricity lines and around 100,000 km of high and very high voltage networks.

The Group is involved in supplying energy and services to approximately 27.9 million customers in France. The Group generated consolidated sales of €65.3 billion in 2011, of which 43.1% outside of France. EDF is listed on the Paris Stock Exchange and is a member of the CAC 40 index.

EDF ENERGY LONDON EYE:

At 135m, the EDF Energy London Eye is the world's tallest cantilevered observation wheel. It was conceived and designed by Marks Barfield Architects and has won over 80 awards for national and international tourism, outstanding architectural quality and engineering achievement. Since 2000, it has attracted over 41 million visitors and is owned and operated by the Merlin Entertainments Group.

EDF ENERGY LONDON EYE 4D EXPERIENCE:

The 4D Experience is included with every ticket purchased. The EDF Energy London Eye 4D is the first live action, 4D attraction film ever produced in the UK and contains the first ever 3D aerial photography over London. The film brings together a number of 3D filming styles: aerials, time lapse, live action and sophisticated visual effects. The 3D team contains multiple, award-winning talent from the worlds of IMAX, 3D cinema and various attraction genres.

ABOUT MERLIN ENTERTAINMENTS:

Merlin Entertainment is the leading name in location-based, family entertainment, and has seen the most successful and dynamic growth of any company in the sector over the last five years. Europe's Number 1 and the world's second-largest visitor attraction operator, Merlin now operates 90

attractions, 7 hotels/2 holiday villages in 19 countries and across 4 continents, including 14 in the USA. The company aims to deliver memorable and rewarding experiences to its 46 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and more than 18,000 employees. Among Merlin's attractions are - SEA LIFE, Madame Tussauds, LEGOLAND, The EDF Energy London Eye, Dungeons, Gardaland, LEGOLAND Discovery Centres, Alton Towers Resort, Warwick Castle, THORPE PARK, Chessington World of Adventures Resort, Blackpool Tower, Heide Park, Sydney Aquarium, WILD LIFE Sydney, Sydney Tower Eye and SKYWALK, Siam Ocean World and Busan Aquarium. All brands which are distinctive, challenging and innovative – and which have great potential for growth in the future. Visit www.merlinentertainments.biz for more information.