



Bottom Line Impact Media Contact:
Kristen Indriago
512.468.1210
Kristen_indriago@sbcglobal.net

Bottom Line Impact and Lee County Electric Cooperative Partner to Keep Costs Low for Members

TUCSON – May 30, 2008 – Bottom Line Impact, a leading write-off recovery solutions provider for the utility industry, announced today that Lee County Electric Cooperative, Inc. (LCEC), one of the largest electric cooperatives in the nation with more than 6,000 miles of distribution and transmission lines serving more than 193,000 customers in a five-county area in Southwest Florida, is using Bottom Line Impact’s Automated Revenue Miner to lower write-offs and speed final bill collections. Bottom Line Impact’s Automated Revenue Miner, with its proprietary, industry-leading matching algorithms, finds customers owing money that are hidden in the utilities active customer base, allowing the utility to transfer balances from inactive owing accounts to active accounts.

“At Lee County Electric Cooperative safety, reliability, customer satisfaction, and keeping operating costs low for our members are all very important to us,” said, Jason Gordon, Manager of Customer Accounting, Lee County Electric Cooperative. “Adding Bottom Line Impact’s Automated Revenue Miner solution to our own internal processes helps us to identify and recover a larger percentage of bad debts which ultimately benefits all of our members.”

“In these uncertain economic times, utilities are now looking for innovative methods to save money which ultimately keeps costs low for customers,” said Paul Carberry, Vice President Business Development, Bottom Line Impact. “Adding the Automated Revenue Miner to existing internal processes allows utilities to uncover more hidden revenues at a fraction of the cost. It’s a win-win for everyone involved.”

About Lee County Electric Cooperative

Established in 1940, Lee County Electric Cooperation, Inc. (LCEC) is a not-for-profit electric distribution cooperative serving Cape Coral, North Fort Myers, Marco Island, Sanibel and Captiva Islands, Pine Island, Everglades City, Immokalee, Ave Maria, and parts of Lehigh Acres. LCEC is one of the largest employers in Lee County with more than 350 employees, and the company is heavily involved in charitable agencies within the community, including United Way, American Heart Association, Habitat for Humanity, Junior Achievement, local schools, and more. Learn more about LCEC online at www.lcec.net.

-more-

About Bottom Line Impact

Tucson-based Bottom Line Impact is the leading provider of value-added solutions that enable utilities to discover hidden revenue within their active customer base. Bottom Line Impact's Automated Revenue Miner is a CIS independent tool that uses sophisticated matching algorithms and data mining techniques to find customers owing money that are essentially 'hiding' within utilities active customer base. Once identified, this money can be transferred from 'owing' accounts to 'active' accounts, drastically reducing write-off expense. Utilities such as American Electric Power, Arizona Public Service, Dayton Power & Light, First Choice Power, Great Lakes Energy, and Lee County Electric Cooperative use Bottom Line Impact to significantly reduce their bottom line. For more information, visit www.bottomlineimpact.com.

###