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DAYTON POWER & LIGHT AND BOTTOM LINE IMPACT TO PRESENT BENEFITS OF THE AUTOMATED REVENUE MINER

-Case study highlights utility's success finding and recovering lost revenue through skip trace automation; significantly reducing write-offs, and speeding final bill collections-

PASADENA – January 7, 2005 – Bottom Line Impact, a value-added service company focusing on write-off reductions for the utility industry, speaker and sponsor of the upcoming Platts 4th Annual Credit and Collections for Utilities Conference, announced today that Dayton Power & Light, a Bottom Line Impact client for two years, will be presenting a case study along with Bottom Line Impact President Patrick Carberry. The two will discuss the benefits and best practices of using Bottom Line Impact's solution for utility collections.

Who: Judi Blair, Manager, Credit and Collections, Dayton Power & Light and Patrick Carberry, President, Bottom Line Impact

What: Presentation – “Reduce Write-offs and Speed Final Bill Collections with Balance Transfer Automation”

When: March 1, 2:15, p.m., JW Marriot Conference Room

Where: Platts 4th Annual Credit and Collections for Utilities Conference - JW Marriot, Miami, FL

Why: Learn how Dayton Power & Light uses Bottom Line Impact's Automated Revenue Miner to discover hidden revenue within its active customer base. As a result, the utility continues to reduce write-offs significantly, speeds final bill processes considerably and, for the first time in history, at one point, Dayton Power & Light began to receive more payments than were billed.

“I am excited to share Dayton Power and Light's experience leveraging Bottom Line Impact's automated balance transfer solution,” said Blair. “Bottom Line Impact's approach to write-off reduction has significantly improved our collections processes.”

As a sponsor of the Platts Conference, Bottom Line Impact will be sponsoring the name tag lanyards for the entire event. Please visit Bottom Line Impact's display for more information about the Automated Revenue Miner.

About Bottom Line Impact

Pasadena-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. For more information, visit www.bottomlineimpact.com.

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