

Bottom Line Impact Announces New Customer Win with Great Lakes Energy

-Write-off Recovery Services Company Increases Client Portfolio with Michigan- based Utility-

PASADENA – January, XX, 2005 – Bottom Line Impact, a value-added service company focusing on write-off reductions for the utility industry, recently announced its customer win of Great Lakes Energy, the third-largest Michigan-based utility, and the largest member-owned power company in Michigan.

Great Lakes Energy, established in the 1940s, provides energy solutions to more than 119,000 customers in 26 counties in western Michigan. The company also offers its customers long distance phone service, Internet Service, surge protection to protect home's appliances and electronics, commercial and industrial services including low-interest business loans, grants for non-profit organizations, tree trimming services and electrician services for both homes and businesses.

"We were looking for a solution that would enhance our internal skip-tracking capabilities, ultimately saving us money in both write-off recovery and reduction in man-hours," said Bill Scott, vice president, chief financial officer, Great Lakes Energy. "When we were offered Bottom Line Impact's solution in early 2004, which ultimately offers its customers money, we had to pursue it. Since partnering with Bottom Line Impact, we have discovered significant amounts of hidden revenues."

Bottom Line Impact offered Great Lakes its No-Cost Initial ROI assessment utilizing the Automated Revenue Miner (ARM). The CIS independent ARM tool uses the most sophisticated matching algorithms in the industry along with data mining techniques to find customers owing money that are 'hiding' within the active customer base. Once identified, this money can be immediately transferred from 'owing' accounts to 'active' accounts, drastically reducing write-off expense. Benefits of the ARM tool include:

- ◇ A guarantee to recapture enough lost revenue on the first day to cover all costs associated with the ARM tool;
- ◇ Reduce write-offs using the most advanced matching algorithms in the industry;
- ◇ Speed final bill collections immediately increasing bottom line;
- ◇ Reduce manual skip tracing time;
- ◇ Provide continuous automated skip trace capability;
- ◇ Improve efficiencies within customer service call centers.

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.

Press Contact:
Kristen Indriago
Indriago Public Relations
954-592-5088
kindriago@bellsouth.net