

Bottom Line Impact Announces New Customer Win with Orange & Rockland Utilities

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

PASADENA – April 11, 2005 – Bottom Line Impact, a value-added service company focusing on write-off reductions for the utility industry, recently announced its customer win of Orange & Rockland Utilities, a company serving approximately 286,000 electric customers in three states and approximately 123,500 natural gas customers in New York and Pennsylvania.

Located in the northwestern suburbs of New York City, Orange & Rockland and its two utility subsidiaries, Rockland Electric Company and Pike County Light & Power Co., deliver energy to customers in seven counties in New York, northern New Jersey and the northeastern corner of Pennsylvania. Orange and Rockland's service territory encompasses a thriving 1,350 square-mile region, principally residential in nature, with a broad base of commercial, industrial, agricultural and recreational facilities.

"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 Marcia McLeod, credit manager, Orange and Rockland Utilities.

Bottom Line Impact offered Orange & Rockland 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 Orange and Rockland Utilities

Orange & Rockland Utilities, Inc. (O&R), a wholly owned subsidiary of Consolidated Edison, Inc., one of the nation's largest investor-owned energy companies, is a regulated utility. It provides electric service to approximately 289,778 customers in southeastern New York State (where its franchise name is Orange & Rockland), northern New Jersey (where it's Rockland Electric Company) and northeastern Pennsylvania (where it's Pike County Light & Power Company) and natural gas service to approximately 123,247 customers in New York and Pennsylvania.

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. Utilities such as Arizona Public Service, Dayton Power & Light, First Choice Power, Great Lakes Energy, Orange & Rockland Utilities, and consultants such as Cross Lake Consulting use Bottom Line Impact's services to significantly reduce their bottom line. For more information, visit www.bottomlineimpact.com.

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