

Bottom Line Impact Announces New Customer Win with Largest Municipal Electric Utility in South Carolina

-Write-off Recovery Services Company Increases Client Portfolio with the Department of Public Utilities, City of Orangeburg-

PASADENA – April 19, 2005 – Bottom Line Impact, a value-added service company focusing on write-off reductions for the utility industry, recently announced its customer win of the City of Orangeburg, SC, Department of Public Utilities (DPU), a city owned utility that has served Orangeburg area families and businesses for over 100 years.

Serving a geographic area of approximately 340 square miles, DPU offers a multi-utility approach. A one stop shop for utilities, DPU provides Electric, Natural Gas, Water, and Waste Water services to area residents and businesses. Its residential customers enjoy the lowest electric rates in South Carolina, averaging over 30 percent below the national average for like service.

“One area that helps us continue to be successful and offer competitive rates for our customers is the decrease in unnecessary expenses including overdue payments and write-offs,” said Michael Sells, DPU. “We have definitely found it worthwhile to take advantage of Bottom Line Impact’s capabilities.”

Bottom Line Impact offered DPU 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. Utilities such as Arizona Public Service, Dayton Power & Light, Department of Public Utilities, Orangeburg, SC, 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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