

The Utility Company Announces Release of Green IT Card for 1-866-My-Utility Per Minute Live Helpdesk Service

Green IT Card Provides Users with First 30-Minutes of Remote Technology Support for Free

September 2, 2008 Ottawa, Canada – The Utility Company, a single-source provider of technology, communications and business management solutions for small and medium-sized businesses (SMB), today announced the release of the **Green IT Card** exclusively available through its Utility Service Provider franchises across North America.

Today, the majority of small and medium-sized businesses see technology as a “necessary evil” for their operations. As a result, although many of them are increasingly more reliant on technology, they still take a “do more with less” approach to the various technologies they have. This results in most businesses purchasing (or even thinking about) IT services in typically three scenarios:

1. **Point of sale** – you purchase a Blackberry®, go back to your office/home and call for help...
2. **Point of pain** – come into your office on Monday morning and the internet is down...
3. **See the value** – technology is critical to your business, so you need proactive support leveraging remote monitoring and management (known as “managed IT services”)

Utility computing strategies, like the usage-based 1-866-My-Utility Per Minute helpdesk, are a great first step toward crossing the chasm from onsite to remote technology support and then eventually to proactive managed IT services and beyond.

“The Green IT Card provides new users with a great introduction to our Connected Office™ service portfolio and is designed specifically for the SMB market,” stated Mark Scott, president and founder of The Utility Company. “With managed IT services end-user adoption currently sitting at only 10% clearly there has to be a better option for companies to transition to more efficient (and green) technology service models. We feel the Green IT Card provides that first step and gets technicians, and their cars, off the road in 90% of the cases.”

The New Alternative to Techs in Traffic

Better Service – Less Cost. The Green IT Card allows users to evolve from onsite to remote technology support with Utility’s Per Minute Live Helpdesk service. Customers call 1-866-My-Utility (698-8454) when they need help and instantly receive support on demand for only \$2 per minute. This means technology consumers are only billed for the support **they actually use**. The Green IT Card enables its holders to experience their first call, up to 30 minutes, free.

Benefits include:

- 8am-8pm ET access to live helpdesk service and support
- Over 90% of issues resolved remotely
- No minimum charges or travel
- Dramatically reduced waiting times and time to resolution
- Universal ID code for corporate use



Green IT - FINALLY.

The Green IT logo represents our commitment to reducing the environmental impact of information technology in the business world. The Utility Company, along with our Utility Service Providers, partners and suppliers all share a common goal of reducing energy consumption, reducing pollution, recycling and eliminating waste. *Because your carbon footprint matters.*

www.theutilitycompany.com

One Hines Road | Suite 101

Ottawa, Ontario | K2K 3C7

Tel: 1-866-My-Utility (698-8454)

- Great supplementary support for internal IT departments
- 50-80% savings over typical break/fix support contracts
- Easy sign-up and service activation through www.theutilitycompany.com/perminute
- Environmentally-friendly – no pollution or gas consumption

“Per Minute has been a very effective way to introduce new customers to our arsenal of services – it’s a better ‘mouse-trap’ for technology support, which today can be delivered remotely,” stated Robert Kenney of The Utility Company of Boston, MA. “The Green IT Card takes Per Minute to another level and will definitely appeal to the majority of business stakeholders and budget-constrained IT departments.”

“The evolution to utility computing is inevitable now that the majority of today’s technology can be delivered or remotely monitored and managed over the internet,” concluded Scott. “Our ultimate goal with the Green IT Card is to pave the way for SMBs to reduce costs and energy consumption (up to 50% of business power usage is for technology) while receiving more tangible business value from their technology.”

The 1-866-My-Utility Per Minute Live Helpdesk service is available across North America with local onsite service and support provided by our growing network of Utility Service Provider franchises. New customers can activate an account as follows:

1. Register for service at www.theutilitycompany.com/perminute
2. Receive Universal ID code
3. Call 1-866-My-Utility (698-8454) to start receiving support!

To receive a Green IT Card please contact Craig Hale at 1-866-My-Utility ext. 7677 or by email at chale@theutilitycompany.com.

About The Utility Company

The Utility Company is a single-source provider of technology, communications and business management solutions for small and medium-sized businesses across North America. Our Connected Office Technology-as-a-Service program provides a single point of contact for ALL things technology delivering the required hardware, software and service for a monthly fixed fee per user. Customers are supported by local Utility Service Providers delivering on-site service and business-technology consulting to reduce spending and increase utilization – our Beyond Managed Services franchise opportunity is available by prospectus only. Learn how to make technology work for your business today at www.theutilitycompany.com.

For more information contact:

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