

The Utility Company Adds Master Reseller Option to Beyond Managed Services Partner Program

Master Reseller Program Includes Exclusive Territory and Complete Business System

Nov 20, 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 addition of a master reseller option for its Beyond Managed Services® partner program.

The new master reseller program is targeted at existing service organizations and value-added resellers (VAR) in the information technology (IT) and vertical channels, including telecom and office equipment. The franchise program will remain in place for start-up entrepreneurs.

Beyond Managed Services includes a complete business system specifically designed for the marketing, sales and service delivery of remote managed IT services and utility computing to the SMB market. Key features include:

- **Connected Office** - ability to re-sell Connected Office managed services available at www.theutilitycompany.com/services.
- **1-866-My-Utility Per Minute Live Helpdesk** - ability to re-sell 1-866-My-Utility Per Minute Live Helpdesk service available at www.1866myutility.com - the ultimate new customer acquisition tool.
- **Territory** – exclusive in markets across North America.
- **Sales & marketing support** – dedicated and self-service.
- **Sales tools** – library of sales collateral, monthly newsletter and integrated campaigns.
- **Technical support** – over 90% of services delivered remotely by The Utility Company.
- **Utility Service Center** – centralized network operations center, service desk and customer relationship management.
- **Utility University** – web-based and instructor-led training.

“The master reseller option provides existing service organizations and VARs with an easier partnership model to engage with The Utility Company,” stated Mark Scott, president and founder of The Utility Company. “With exclusive territory and access to our complete business system, partners gain a tremendous competitive advantage over the ‘do-it-yourself’ approach.”

“We have had a tremendous experience as the first master reseller of The Utility Company over the past year,” stated Angela Domansky-Deserre, VP of TBayTel DirectIT. “Their industry knowledge and new customer acquisition strategies, like the Green IT Card for 1-866-My-Utility Per Minute, put The Utility Company in another category of partner.”

To learn more about the Beyond Managed Services partner opportunity visit www.theutilitycompany.com/bms.



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.

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