

The Utility Company® Goes “Vertical” with Utility Certified Vendor Program

Vertical Line of Business Applications Key Focus of New Program

March 5, 2009 - Ottawa, Canada – The Utility Company®, a pioneer in remote managed IT services and utility computing for small and medium-sized businesses, today announced the launch of the Utility Certified Vendor Program. The new program forms a key component in evolving its Connected Office™ managed services program to better meet the needs of specific vertical markets (i.e. insurance, legal, etc.) that are more reliant on technology.

“The Utility Certified Vendor Program is the catalyst in the ‘verticalization’ of our service portfolio in 2009. It addresses a huge void in the SMB market – proactive, remote support for vertical ‘line of business’ applications which are leveraged by the majority of companies,” stated Mark Scott, president and founder of The Utility Company. “Upon certification, vendors can also leverage The Utility Company for first-line support to address the majority of issues which are network rather than product-specific problems.”

Utility Certified Vendor Program Overview

The Utility Certified Vendor Program provides a process for acquiring the requisite knowledge for Utility to proactively maintain and support, including general usability, technologies ranging from commonly used products to vertical line of business applications. Utility Certified means we have reviewed and tested the product and have the subject matter expertise for the ongoing maintenance and support of that product. The program requires the end-user to keep their software vendor maintenance agreement in order for Utility to have access to the vendor's Level 2 support. Utility Certified products include:

- **Common** technologies with mass penetration in the SMB market (i.e. QuickBooks®).
- **Converging** technologies, like voice-over-IP, wireless, and multi-function printers, that are now “connected” to the network.
- **Vertical** line of business (LOB) applications for industries ranging from insurance to professional services to healthcare.

“From an end-user perspective, we prefer having a single point of contact for our technology, including our line of business application,” stated Jimmy Patton, Managing Partner & CEO of Patton Albertson Miller, a wealth management firm in Macon, Georgia. “The Utility Certified Vendor Program provides us the peace of mind that Utility has taken the necessary steps to support our specific industry (financial services) and technology challenges.”

To learn more about the Utility Certified Vendor Program, including the certification process, please visit www.theutilitycompany.com/certified.



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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

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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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