

The Utility Company® Launches Franchise Area Developer Program to Propel North American and International Growth

New Program Targets Successful Entrepreneurs to Establish Global Footprint with Regional Offices

December 17, 2009 Ottawa, Canada – The Utility Company, a leading provider of virtual IT service and support, today announced the launch of its Franchise Area Developer Program for entrepreneurs to develop larger markets in North America and to initiate international expansion.

“The area developer program is a significant milestone for our business as it sets the platform for global expansion over the next several years,” stated Mark Scott, president and founder of The Utility Company. “The key to this strategy is selecting area developers that will establish regional offices to recruit, train and support (sales and technical) Utility Service Providers franchisees in their area.”

The Beyond Managed Services Area Developer Program key features include:

- Exclusive rights to recruit, train and develop unit franchisees in development area.
- Participation in initial franchise fees and ongoing royalties generated in development area.
- Establish central office to support local Utility Service Provider (USP) franchisees.
- International markets established only through area developers.

“The area developer program is something we will look at to build out our market share in Seattle,” stated Leonard Lutes of The Utility Company of Puget Sound, Washington. “Even though managed services are primarily delivered remotely, this still is a people business, so establishing local presence is critical.”

“I really like the franchise model as a new alternative for building a managed services business,” stated Jim Swoyer of MSPAlliance™. “The area developer program makes the model even more scalable and is ideal for experienced, successful entrepreneurs that are business builders.”

Upcoming Webinar Series

The Utility Company will be hosting a monthly webinar featuring a top-performing franchise (USP Triple-digit Club member) to discuss the secrets to their success. This webinar series will mainly focus on managed services sales and marketing strategies and techniques. To register for an upcoming webinar please visit www.theutilitycompany.com/3D.

For more information on the Beyond Managed Services franchise opportunity and the new area developer program please visit www.theutilitycompany.com/BMS.

About The Utility Company®

The Utility Company® is a leading provider of virtual IT service and support for small and medium-sized businesses, delivering the required hardware, software and service for a monthly fixed fee per user. Our Connected Office® service program provides a single point of contact to deliver and manage technology, communications and vertical line of business applications – **95% Remote; 100% Proactive**. 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



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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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opportunity is available by prospectus only. Learn how to make technology work for your business today at www.theutilitycompany.com.

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