

**The Utility Company® Enables Non-Profit Organizations to “Manage ALL their IT for One Flat Fee”**

**New Affinity Program Allows Industry Associations to Offer Utility’s Virtual IT Services to their Membership**

**October 30, 2009 - Ottawa, Canada** – The Utility Company, a leading provider of virtual IT service and support, today introduced key enhancements to its Connected Office program for Non-Profit Organizations (NPO), including a new affinity program for industry associations. Connected Office NPO is targeted at industry associations and government-funded organizations.

“For most NPOs recent economic realities have completely changed the landscape for funding and memberships along with mandating fiscal responsibility,” stated Mark Scott, president and founder of The Utility Company. “Technology procurement and ongoing management is an area where NPOs can eliminate a lot of inefficiencies and costs by adopting our service model.”

Connected Office NPO provides non-profit organizations with a single point of contact to deliver and manage technology, communications and vertical line of business applications – **95% Remote; 100% Proactive**. Three key benefits for non-profit organizations include:

- Comprehensive, fixed-fee service with no extra bills!
- Built-in information security management and reporting.
- Tailored industry-specific solution.

When Connected Office customer John D. Esparza, the CEO of Texas Motor Transportation Association, was asked to compare The Utility Company to his previous break/fix model, his response was clear: “Before we called The Utility Company, we were running at about 20% effectiveness. That is ‘Defcon 4’ in our line of work. When you keep waiting on pins and needles for something to go wrong, I can tell you that Murphy’s Law applies – if it can go wrong, it will.”

“I would also say that The Utility Company is not just a computer repair company - they are more like having our very own Chief Information Officer. We get advice on how to make our business better through technology. The best practices information that is passed on is a tremendous benefit.”

**Utility Affinity Program Turns Technology from Cost to Value-added Funding Source!**

As industry associations look to add more value to their membership, while also increasing revenue sources, the **Utility Affinity Program** answers the call. The new program allows current Connected Office NPO customers to offer the Utility menu of services – [www.theutilitycompany.com/services](http://www.theutilitycompany.com/services) - to member organizations at a discount. In addition, the industry organization receives a referral fee for any members that sign-up to the service.

For more information on how your non-profit organization can receive *Better Service, at Less Cost*, that’s *More Secure* please visit [www.theutilitycompany.com/NPO](http://www.theutilitycompany.com/NPO).



**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](http://www.theutilitycompany.com)

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### 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 opportunity is available by prospectus only. Learn how to make technology work for your business today at [www.theutilitycompany.com](http://www.theutilitycompany.com).

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