

## The Utility Company® Debuts on the 2009 Entrepreneur Magazine Franchise 500®

### *Also Recognized in Top Technology, New Franchise and Low-Cost Franchise Categories*

**January 27, 2009 Ottawa, Canada** – The Utility Company, a pioneer in remote managed IT services and utility computing for small and medium-sized businesses, today announced it has been recognized by Entrepreneur Magazine in its prestigious 30<sup>th</sup> Annual Franchise 500 listing, including being listed as one of the top franchise systems in the technology category.

The “Franchise 500” rankings, outlined at [www.entrepreneur.com/franchise500](http://www.entrepreneur.com/franchise500), are the most comprehensive franchise rankings in the world which consider many factors, including financial strength and stability, growth rate, size of the system and start-up costs. The review process includes submission of the company’s latest franchise agreement and disclosure document.

“We are pleased to be recognized by Entrepreneur Magazine, which is the ‘de facto’ standard for franchise system rankings,” stated Mark Scott, president and founder of The Utility Company. “In light of the difficult economic landscape, it is important for our customers, franchisees and master resellers to see continued growth and stability in our business – the Franchise 500 process validates this.”



The 2009 Franchise 500 capped off a stellar 2008 year for The Utility Company, which included:

- End-user customer base growth of over 500% with a 98% retention rate.
- Record customer satisfaction ranking with over 95% of issues being remediated remotely.
- Partner (franchise and master reseller) growth of 50% across North America.
- MSPAlliance™ Network Operations Center Accreditation – one of only 3 in North America.
- Launch of 1-866-My-Utility Per Minute Live Helpdesk – remote technology support on-demand.

“From a partner perspective, The Utility Company brings tremendous value to existing service businesses as well as technology entrepreneurs wanting to get into managed IT services, stated Mark McIntyre of the Southeast GTA. My revenue grew substantially in 2008. The Utility Company has the ‘system’ to deliver high-quality, profitable, fixed-fee managed IT services, while also looking to the future with their single-source provider model. My advice to any entrepreneur wanting to actually build a business that they can one day sell is to take a look at Beyond Managed Services.”

To learn more about The Utility Company partner opportunity, including a recent customer success story, please visit [www.theutilitycompany.com](http://www.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](http://www.theutilitycompany.com).

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