

The Utility Company® Creates Utility Service Provider “Triple-Digit Club” of Top Performing Franchisees

Elite Group Recognized for Achieving Annualized ROI of Over 100% from Managed IT Service Franchise

December 17, 2009 Ottawa, Canada – The Utility Company, a leading provider of virtual IT service and support, today recognized its Utility Service Provider (USP) Triple-Digit Club of top performing franchisees for both financial performance and exceptional customer service. 20% of Utility Service Providers made the 2009 Triple-digit Club, which is calculated by annualized monthly profit divided by total investment in the business.

“The attraction of the managed services business model is building monthly recurring revenue. Unfortunately the cost and time to get there has traditionally been exorbitant,” stated Mark Scott, president and founder of The Utility Company. “In the new economy any investment an entrepreneur makes should be measurable and ultimately profitable. Our USP Triple-Digit Club focuses on what’s important - ROI.”

Many of the USP Triple-Digit Club contributed to The Utility Company’s growing list of customer success stories over the past two years – www.theutilitycompany.com/success. Key success factors of those franchisees that made the list include:

- Dedication to customer service by playing Virtual CIO trusted advisor role.
- Investment in sales and marketing activity including ongoing top of mind awareness.
- Leverage referrals and partnerships.
- Knowledge-based vertical focus.

“As franchise #1 (December 2006) its great to see The Utility Company continue to evolve our managed services business and look to the future of cloud computing,” stated Mark McIntyre of Greater Toronto Area Southwest. “Being recognized in the Triple-Digit Club is great, but even better is the quality of service we deliver to our customers. This ultimately determines the success of any business.”

USP Triple-Digit Club Webinar Series

The Utility Company will be hosting a monthly 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.

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



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

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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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