



Bottom Line Impact Media Contact:  
Kristen Indriago  
954-428-6974 (ofc)  
954-592-5088 (mbl)  
pr@blicorp.com

### **Bottom Line Impact Adds former Hudson Technology Specialist to Management Team**

TUCSON – February 23, 2006 – Bottom Line Impact, a leader in write-off recovery solutions for the utility industry, today announced that Jon Scheer has joined its management team as Vice President of Product Development. Scheer brings more than 25 years of solution development experience, 15 years solely within the utility industry, to Bottom Line Impact. In this new role he will be responsible for generating new product offerings and developing strategic technology and service partner relationships to support Bottom Line Impact's growth and expansion into new industry sectors.

Before joining Bottom Line Impact, Scheer was a technology consultant with Hudson's IT Solutions group, specializing in Data Warehouse and Business Intelligence architectures. Throughout his career, Scheer has been providing data centered solutions and is a recognized expert on database technologies.

"I have worked with Jon in many capacities since the early 1990's and know his capabilities well," said Patrick Carberry, President, Bottom Line Impact. "His breadth and depth of experience in providing data-centric solutions to the Utility Industry is just one of the many reasons I am excited to have Jon on our team. His unique talents will allow Bottom Line Impact to substantially increase the value we can provide to customers and partners."

Bottom Line Impact's Automated Revenue Miner uses proprietary, industry-leading algorithms to find hidden revenue for its utility customers such as Arizona Public Service, City of Orangeburg, SC, Department of Public Utilities, Dayton Power & Light, First Choice Power, Great Lakes Energy, Orange & Rockland Utilities and South Jersey Gas, allowing them to transfer balances from owing accounts to active accounts. Bottom Line Impact offers customers a No-Cost Initial ROI Assessment allowing them to sample the results the Automated Revenue Miner generates.

"Bottom Line Impact has shown itself to be an innovator, in both technology and solution delivery," said Scheer. "I look forward to being a part of this dynamic team, enhancing Bottom Line Impact's growth by leveraging their already unique Automated Revenue Miner."

**About Bottom Line Impact**

Tucson-based Bottom Line Impact, with additional offices in California and Colorado, is a leading provider of write-off recovery solutions that enable utilities to discover hidden revenue within their active customer base. Bottom Line Impact's Automated Revenue Miner is a CIS independent tool that uses sophisticated matching algorithms and data mining techniques to find customers owing money that are hiding' within utilities active customer base. Once identified, this money can be transferred from 'owing' accounts to 'active' accounts, drastically reducing write-off expense. For more information, visit [www.bottomlineimpact.com](http://www.bottomlineimpact.com).

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