

ARIZONA PUBLIC SERVICE AND BOTTOM LINE IMPACT TO PRESENT BENEFITS OF AUTOMATED SKIP TRACING

-Presentation highlights utility's success finding and recovering lost revenue through skip trace automation; significantly reducing write-offs, and speeding final bill collections-

PASADENA – MARCH 28, 2005 – Bottom Line Impact, a value-added service company focusing on write-off reductions for the utility industry, speaker at the upcoming EEI/AGA Customer Service Conference and Expo, April 17-20, 2005 Caesars Palace, Las Vegas, NV, announced today that Arizona Public Service will be presenting in the credit track, Auto Skip Trace -- Data Mining for Dollars, along with Patrick Carberry, Bottom Line Impact president. They will discuss the benefits of data mining for lost and delayed revenue.

Who: Linda Haven, Manager, Revenue Recovery, Arizona Public Services and Patrick Carberry, President, Bottom Line Impact

What: Presentation – “Auto Skip Trace – Data Mining for Dollars”

When: Monday, April 18, 1:45 p.m., Caesars Palace Conference Room

Where: EEI/AGA Customer Service Conference and Expo – Caesars Palace, Las Vegas, NV

Why: To discuss how Arizona Public Service utilizes automated skip tracing, their experiences moving to an automated system using other industry tools and Bottom Line Impact's Automated Revenue Miner. Patrick Carberry will also discuss who should utilize automated skip tracing, how to do it and why.

Bottom Line Impact will also sponsor the break immediately after the presentation.

About Bottom Line Impact

Pasadena-based Bottom Line Impact is the leading provider of value-added 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 essentially 'hiding' within utilities active customer base. Once identified, this money can be transferred from 'owing' accounts to 'active' accounts, drastically reducing write-off expense. Utilities such as Arizona Public Service, Dayton Power & Light, Department of Public Utilities, Orangeburg, SC, First Choice Power, Great Lakes Energy, Orange & Rockland Utilities, and consultants such as Cross Lake Consulting use Bottom Line Impact's services to significantly reduce their bottom line. For more information, visit www.bottomlineimpact.com.

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