

Below is a news release announcing Bottom Line Impact, a value-added services company focusing on write-off reductions for the utility industry, has signed First Choice Power as a customer. For more information about Bottom Line Impact and how they are changing the face of finding dollars in the utility industry, contact Kristen Indriago at 954-592-5088, kindriago@bellsouth.net or visit www.bottomlineimpact.com.

Thanks and regards,
Kristen

BOTTOM LINE **IMPACT**

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Bottom Line Impact Announces New Customer Win with First Choice Power

-Write-off Recovery Services Company Increases Client Portfolio with Texas- based Utility-

PASADENA – February, 24, 2005 – Bottom Line Impact, a value-added service company focusing on write-off reductions for the utility industry, recently announced its customer win of First Choice, a retail electric provider with more than 218,000 customers in Texas.

First Choice Power, a subsidiary of TNP Enterprises, is a retail electric provider that serves customers in communities throughout the Electric Reliability Council of Texas (ERCOT) region. First Choice Power began providing retail electric service to Texas customers in 2002 in response to the Texas Electric Choice Act. Headquartered in Fort Worth, Texas, the company has 32 offices throughout its service areas and approximately 200 employees. In addition, First Choice Power is sister company to Texas-New Mexico Power (TNMP).

“Managing our expenses effectively helps us provide competitive rates to customers,” said Adam Carte, vice president and treasurer of Texas-New Mexico Power Company. “By implementing Bottom Line Impact for First Choice Power, we’re able to better control our write-off expense, which benefits our bottom line but also benefits our good-paying customers.”

Bottom Line Impact offered First Choice Power its No-Cost Initial ROI assessment utilizing the Automated Revenue Miner (ARM). The CIS independent ARM tool uses the most sophisticated matching algorithms in the industry along with data mining techniques to find customers owing money that are 'hiding' within the active customer base. Once identified, this money can be immediately transferred from 'owing' accounts to 'active' accounts, drastically reducing write-off expense. Benefits of the ARM tool include:

- ◇ A guarantee to recapture enough lost revenue on the first day to cover all costs associated with the ARM tool;
- ◇ Reduce write-offs using the most advanced matching algorithms in the industry;
- ◇ Speed final bill collections immediately increasing bottom line;
- ◇ Reduce manual skip tracing time;
- ◇ Provide continuous automated skip trace capability;
- ◇ Improve efficiencies within customer service call centers.

First Choice Power

First Choice Power is a retail electric provider and a wholly owned subsidiary of TNP Enterprises. It is also the retail affiliate of Texas-New Mexico Power Company, which provides electric transmission and distribution service to more than 200,000 customers in Texas and complete service to 48,000 customers in New Mexico.

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 Dayton Power & Light, Arizona Public Service, Great Lakes Energy, First Choice Power, 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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