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# Press Release

## **Southwest Tennessee EMC Becomes First Utility to Offer Prepaid Electric Service in Tennessee**

**Dallas, Texas – March 9, 2009:**

Southwest Tennessee Electric Membership Corporation has announced its plans to offer prepaid electric service to its 50,000 members. It will partner with Exceleron Software in implementing Exceleron's Prepaid Account Management System (PAMS). The web-based PAMS platform will provide members of the largest electric cooperative in West Tennessee with an attractive alternative to the traditional 30-day postpaid billing environment.

Based in Brownsville, Southwest Tennessee Electric will work with Exceleron to integrate PAMS with its existing billing and meter-reading systems. This integration will let consumers access their daily usage and account balance information via the phone, internet, or text messaging. Account holders can make payments whenever they like, selecting one of many convenient payment options.

PAMS is a cost-effective option, because the membership corporation will not need to purchase any additional hardware, software, kiosks, or in-home display units. Jeff Severs, chief operating officer of Exceleron Software, further explains the benefits for electricity consumers: "When a utility offers prepaid electric service, it no longer needs to charge high deposits, providing an affordable option to electricity users who are struggling to make ends meet."

In the most recent American Customer Satisfaction Index, member feedback helped Southwest Tennessee Electric Membership Corporation score 86 out of 100 possible points, a full 12 points higher than the utility industry average of 74. "While these results are fantastic," says the president of Southwest Tennessee Electric, Jack Fox, "we must always be looking for opportunities to not only

meet, but consistently exceed our member's expectations." PAMS is one of the ways in which Southwest Tennessee Electric continues to provide exceptional service to its members.

### **About Exceleron Software**

Exceleron Software, a software development company based in Dallas, Texas, has more than ten years experience in the prepaid industry from a development, member services, and marketing standpoint. Having first entered the prepaid industry through its development of a total prepaid alternative for telecommunications providers, Exceleron turned its efforts to applying this same knowledge to electric service providers in 2004.

Memberships and Affiliations: Exceleron is a Silver Associate member of NRECA; certified as MultiSpeak compliant and as a MultiSpeak Software Developer; and was a presenter at NRECA's TechAdvantage in Las Vegas in 2007.

Exceleron welcomes all speaking engagements and presentation opportunities. To learn more about Exceleron and its patent-pending prepaid solution, please call 972-852-2711 or visit the company's website at [www.exceleron.com](http://www.exceleron.com)

### **About Southwest Tennessee Electric Membership Corporation**

Southwest Tennessee Electric Membership Corporation is a consumer-owned, nonprofit electric distribution cooperative providing electric service to parts of Chester, Crockett, Fayette, Hardeman, Haywood, Henderson, Madison and Tipton Counties. It is the largest electric cooperative in West Tennessee. For more information about Southwest Tennessee Electric, visit [www.stemc.com](http://www.stemc.com).