



5440 Harvest Hill Rd.
Suite 233
Dallas, TX 75230
www.exceleron.com

Contact: Bob Finley
National Sales Director
Phone: 972.852.2711
E-Mail: bfinley@exceleron.com

Press Release

GreyStone Power to Offer Prepaid Electric Service

Dallas, Texas – July 2, 2009:

GreyStone Power Corporation recently announced that it will begin offering prepaid electric service to its members this fall, giving customers a powerful budgeting tool and more control over their utility bills as the deepening recession continues to create financial hardship for working families.

GreyStone Power, based in Douglasville, Georgia, has chosen to partner with Exceleron Software in implementing Exceleron's Prepaid Account Management System (PAMS). The web-based PAMS platform will provide Atlanta's electricity consumers with an attractive alternative to the traditional 30-day postpaid billing environment. Consumers who opt for the prepay service can 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.

Jim Hunter, vice-president of member services, explains that under the traditional post-pay system, GreyStone had to collect high deposits to cover the risk of having customers default on their payments. These deposits have been a common source of complaints and customer dissatisfaction. However, once the prepay system is implemented this fall, customers will be able to pay ahead of time, obviating the need to collect high deposits because GreyStone won't bear any financial risks.

"For folks who are having [financial] difficulties, this is going to be a really good opportunity," says Mr. Hunter. He notes that although GreyStone's growth has fallen to about 20% of what it was before the recession, calls to member services have increased 10-15%, reflecting the difficulty many members are facing in paying their bills on time. Under the new system, customer service representatives will be

able to offer the prepay system as a low-cost alternative to the high deposit. Members will also avoid penalties, such as fees for late payments.

GreyStone also anticipates that members will use less energy. "Folks getting weekly or bi-weekly paychecks budget that way, not on a monthly billing cycle," says Mr. Hunter. He anticipates that once members can budget their energy expenses based on when they're paid, they can make better decisions about their consumption level.

GreyStone has chosen Exceleron's system because it relies on software, rather than one of the hardware-based alternatives. Exceleron's chief operating officer Jeff Severs explains, "PAMS integrates with cooperatives' existing billing and meter-reading systems, so there is no need to purchase any additional hardware, software, kiosks, or in-home display units. This makes it a very cost-effective service that utilities can offer to the consumers with minimal upfront costs."

GreyStone anticipates that the new system will prove to be an inexpensive way to increase member satisfaction. "It's a win-win situation all the way around," says Mr. Hunter, "for members, employees, and financially for GreyStone."

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.

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

About GreyStone Power Corporation

GreyStone Power Corporation is a member-owned electric cooperative dedicated to providing its members with the best electric service at the lowest possible rates. Locally owned and operated, it serves portions of eight metropolitan Atlanta counties (Douglas, Paulding, Fulton, Coweta, Cobb, Fayette, Carroll, and Bartow), which are some of the fastest-growing areas not only in the state, but also in the nation. For more information about GreyStone Power, visit www.greystonepower.com.