



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

Blue Ridge Selects Exceleron's PAMS for Prepaid Service

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Blue Ridge Electric Membership Corporation recently announced a partnership with Exceleron Software to begin offering prepaid electric service to its members this fall. Through the use of Exceleron's Prepaid Account Management System (PAMS), Blue Ridge members will have more control over their utility bills as they pay for service before they use it.

In recent months, it is possible that some Blue Ridge members have been paying almost as much in fees as the amount due on their electric bill. "This is a furniture-manufacturing part of the country, and our area has been especially hard-hit by jobs being sent overseas," says Lee Layton, chief operating officer of Blue Ridge, which is based in Lenoir, North Carolina. "Unemployment in one of our counties is almost 16% and our members are struggling to pay their bills."

With PAMS, Blue Ridge customers will be able to avoid fees and instead make deposits to prepay for their electric service. "People in this area want to do what's right. Our members want to pay, but many are having difficulty in the current economy," says Mr. Layton. "Fees are a burden especially on these members and the cooperative doesn't benefit either. [The prepaid system] will let them manage their electricity bill with dignity."

Blue Ridge anticipates that prepaid electric service will not only improve customer satisfaction by helping members who are struggling to pay their bills, but also reduce the number of incoming calls once members no longer need to request time extensions for payment. In addition, members are

likely to use less energy once they have access to daily information about their electricity consumption through www.MyUsage.com.

Blue Ridge selected Exceleron's software-based system over other hardware-based alternatives, because it offers a simple, straightforward process for prepayment. "We like the concept that Exceleron's managing a box sitting between our Customer Information System and our Automated Meter Reading System," says Mr. Layton. "We won't need to worry about integration, because Exceleron manages it."

Exceleron's chief operating officer Jeff Severs explains, "PAMS is cost-effective because it fully integrates with utilities' existing software and hardware, so there's no investment in kiosks, or in-home display units." Consequently, utilities can offer prepaid electric service to consumers with minimal upfront costs.

Blue Ridge plans to offer prepaid services as a pilot project this August and fully roll out the new system in October.

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 Blue Ridge Electric Membership Corporation

Established in 1936, Blue Ridge Electric Membership Corporation provides essential power to approximately 75,000 account holders in Northwestern North Carolina. Its mission is to benefit its member-owners by providing reliable electric and energy services that are delivered efficiently and with extraordinary customer care. For more information about Blue Ridge Electric, visit www.blueridgeemc.com.