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## Press Release

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### **FOR IMMEDIATE RELEASE:**

## **DISCOUNT POWER, INC., A LEADING LOW-COST ELECTRICITY SUPPLIER IN CONNECTICUT, LAUNCHES CUSTOMER REWARDS PROGRAM**

### ***Customers Earn Points Monthly for their Electricity Usage***

Enrollment in the PointsEngine Reward Program is **FREE**

SHELTON, CT, July 28, 2010 – Discount Power, Inc., a leading supplier of low-cost electricity in Connecticut, today announced the launch of a Rewards Program for its customers. As an Affiliate Partner in the Points Engine Rewards Program ([www.PointsEngine.com](http://www.PointsEngine.com)), Discount Power now offers its customers the opportunity to earn points for every dollar they spend on electricity. Customers earn one point for every five kilowatt hours of electricity they use—every month. The points they accumulate can be redeemed for rewards such as vacation packages, cruises, cameras, electronics, the latest golf accessories, appliances and fine jewelry.

“We are delighted to be able to offer our customers yet another way to save for the things they want,” said Jon Parrella, president of Discount Power, Inc. “We encourage them to enroll in our Points Engine program and earn reward points with us every month. The registration process is FREE and easy. Points Engine tracks everything from there. There are lots of other benefits, too, so it’s worth going to the Points Engine website to check out the rest of what Points Engine has to offer. We believe this is the best reward programs around and that our customers will agree.”

Enrollment is FREE and easy.

1. Go to [www.PointsEngine.com](http://www.PointsEngine.com) to enroll.
2. Once you’ve enrolled, click “Affiliate Partners”.
3. Register with Discount Power by entering the account number on your electric bill.
4. Your Discount Power rewards points will be entered into our Points Engine account once a month.

In addition to a comprehensive rewards redemption catalogue, Points Engine offers its members other ways to save when they shop.



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Members can:

- Set up a Wish List and you'll know exactly how many more points you'll need in order to earn the reward items you want most—and Points Engine will track them for you.
- Shop at the online Rewards Mall and receive even more points from over a 1,000 of the nation's best merchants offering thousands of brand name products.
- Check out the E-Comm site to receive exclusive discounts from premium brand manufacturers—up to 70% off.
- Learn about the latest participating local affiliates and register with them to earn more points.
- Place bids at the Points Engine Auction.
- Click and print grocery coupons before heading to the store.
- Get savings at your favorite restaurants.

Discount Power awards points 30-45 days after customers pay their utility bill. For example, once a customer pays the June usage bill, June points are awarded in August following the utility's verification to Discount Power that the payment has been made. In September, the Discount Power customer will see points earned from July usage. After the first month in which Points Engine reward points are received, the customer sees points accrue every month thereafter.

For new customers, it will be a full, 30-day billing cycle before they receive a bill from their utility indicating that Discount Power is their electricity supplier. Thirty to forty-five days after the utility bill is paid, Points Engine reward points will be awarded to the customer. For example, if a user switches to Discount Power on May 10<sup>th</sup>, and the meter read is May 25, the first bill with Discount Power as the supplier will be reflected in the utility's July invoice. When the customer pays the July bill, points will be awarded in September once the utility has verified to Discount Power that payment has been made. After the first month in which Points Engine rewards points are received, points accrue every month thereafter for as long as the customer is with Discount Power.

### **About Points Engine LLC**

Points Engine ([www.PointsEngine.com](http://www.PointsEngine.com)) was formed to provide Connecticut merchants, large and small, with a way to reward customers by utilizing a unique, proven and successful affinity application. Participating retailers can easily and quickly create a customized, affordable rewards program to help retain existing customers, gain new customers, enhance loyalty and increase sales. Customers who join Points Engine can enhance the value of each dollar they spend by earning points from participating merchants and by using those points to make value-added purchases at the Points Engine website.

### **About Discount Power, Inc.**

Discount Power ([www.DiscountPowerInc.com](http://www.DiscountPowerInc.com)) was formed to supply residential, commercial, industrial and municipal users with a comprehensive suite of electric energy alternatives and value-added services that maximize savings, lower consumption and help protect the environment. A licensed electric supplier, Discount Power is committed to being the low-cost provider of electricity.

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