First Utility Selects LogNet Systems for Customer Management and Billing of Multiple Play Energy and Telecommunications Services

LogNet Systems to support one of the first fully integrated multiple service environments in the utilities industry

London, United Kingdom (June 15, 2011) – LogNet Systems, a global provider of customer management and billing solutions for multiple play service providers, today announced that the company has been selected by **First Utility**, a leading independent energy and telecoms company in the UK, to provide its multiple play customer management and billing solution for combined energy and telecommunications services.

First Utility was the first energy company in the United Kingdom to offer smart meters as standard to its customers . In addition to supplying electricity and gas services to residential and business customers, First Utility also provides telephony and broadband services.

The multiple-play solution from LogNet Systems will provide a single platform for First Utility to manage the customer management and billing activities for its entire service portfolio. LogNet Systems' solution will relieve First Utility of significant operational bottlenecks by fully automating the business processes for its multiple service environment. The solution will also allow First Utility to use the real-time consumption-based data created by its smart meters to dynamically adjust pricing with the possibility of creating promotional plans, cross-product packages and loyalty schemes.

"When we first made the decision to unify our billing processes we were not certain that we would find a vendor that could deliver a multiple play solution to support both energy and telecommunications services," explained Mark Daeche, CEO of First Utility. "LogNet allows us to turn our smart meter readings to competitive advantages and generate full value from our customers, while the possibilities for adding services supported by complex bundling scenarios are endless."

"This is a significant opportunity for us to demonstrate the full multiple play capabilities of our solution and technology," commented Kirill Rechter, CEO of LogNet Billing. "First Utility is creating one of the first large-scale and fully integrated multiple service environments combining energy and telecommunications services and we are proud to be supporting such an ambitious project."

LogNet Systems will implement its multiple play solution for First Utility based on its MaxBill product suite and will include the functionality for CRM, order management, meter management, rating, product catalogue and invoicing. The MaxBill system will replace a number of disparate legacy systems previously used by First Utility.

LogNet Systems will integrate MaxBill in compliance with the energy sector regulations in the United Kingdom that govern the obligations of gas and electricity suppliers.

About LogNet Systems

LogNet Systems empowers leading service providers worldwide to navigate their businesses to greater profits. LogNet Systems' innovative customer management and billing solutions serve a variety of single and multiple service operations, creating opportunities for service providers to efficiently add new services or merge multiple business lines, while significantly reducing the complexity of operations and associated IT costs. Solutions from LogNet Systems are based on a modular product portfolio that includes billing, rating, product catalog, CRM, self care, e-billing and data analysis. LogNet Systems has designed and deployed over 60 complex customer management and billing solutions for communications, utilities, financial and transportation service providers worldwide. LogNet Systems is headquartered in the United Kingdom and has offices and representation across EMEA, APAC and Americas.

For more information, please visit our web site at www.lognet-systems.com.

About First Utility
First Utility is the smarter independent utilities supplier, offering electricity and gas services to a range of consumer and business customers. It is the only energy provider to roll out smart meters to all its customers, throughout the UK. It is through the use of smart metering technology that First Utility can empower consumers to manage and reduce their own energy consumption and bills. First Utility is headquartered in Warwick. www.first-utility.com

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First Utility

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