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FOR IMMEDIATE RELEASE

Vermilion Advantage Partners with APPI to Offer Members Electricity Program

SALISBURY, MD, 3/20/2007 – Vermilion Advantage has chosen Affiliated Power Purchasers International, LLC (APPI) to immediately begin providing members solutions to manage and reduce electricity expenses.

As an independent utility consulting firm, APPI offers businesses the Savings Solutions Program. The Program provides one-on-one consultation, market insight, and electricity procurement options needed to make a prudent business decision about electricity supply and to mitigate the effects of cost increases.

“The Illinois market is overwhelmed with electricity changes recently,” says Vicki Haugen, Vermilion Advantage President & CEO. “It is important for Vermilion Advantage members to understand the options that are available to manage and reduce electricity costs. APPI has the experience and expertise that our members need in order to make the most of the Illinois electricity market.”

Haugen is confident that APPI’s approach to the electricity market is a great fit for the variety of members that make up Vermilion Advantage. “APPI’s electricity procurement services look at both individual and aggregation agreements, depending on what direction serves the client(s) the best. APPI’s flexibility with product and pricing options is ideal for Vermilion Advantage member companies.”

APPI has already assisted hundreds of Illinois businesses since the drastic market changes and price increases occurred January 2, 2007. Explains Walter Moore, APPI president, “We customize solutions for businesses of all types by providing a thorough analysis, recommending savings options, and managing the entire process. We operate on a contingency basis. The final decision is always the customer’s.”

Haugen says she hopes as members adapt to changes in the Illinois market they will take advantage of this partnership with APPI and utilize its electricity procurement service. **Vermilion Advantage members and prospective new members can learn more about individual and aggregated opportunities at Informational Meetings to be held at the Vermilion Advantage offices on Thursday, March 29. Four sessions have been scheduled: 7:30 AM, Noon, 3:00 PM and 5:30 PM. Reservations are required.** To reserve your spot call 442-6201 or email mdykes@vermilionadvantage.com. Existing members can go to the Vermilion Advantage’s website at www.vermilionadvantage.com.

A registration form is under the Member Services Section in the Member Only subdirectory. Members can also contact APPI now to receive consultation and updates on the Illinois electricity market in order to optimally position their businesses for the coming months.

About Vermilion Advantage

Vermilion Advantage is a member-based organization that exists to strengthen and grow the overall economy of Vermilion County. Through Member support, Vermilion Advantage has the resources to market Vermilion County's strengths to potential new businesses and residents. Vermilion Advantage also makes available educational programs to all Vermilion County schools to enhance local students' preparedness for today's workplace skills by focusing on math and science skills and character development.

About APPI

Affiliated Power Purchasers International, LLC (APPI), based in Salisbury, MD, is an independent utility consulting company that assists member companies of 145 national and state trade associations. APPI manages the Savings Solutions Program which provides electricity procurement, utility audit, and other services to reduce energy and utility expenses of members of its endorsed associations. APPI has worked in every competitive deregulated electricity state in the U.S. The APPI Savings Solutions Program is available to all Vermilion Advantage members. APPI's website is www.appienergy.com.

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