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United Business Media

# Small Business Experiences Rapid Growth While Helping PECO Customers Lower Rising Energy Costs

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PHILADELPHIA, Aug. 20 /PRNewswire/ – With the impending expiration of the PECO rate caps, many residential and business consumers in the Philadelphia area are very concerned about their rising energy costs. Platinum Advertising (PA Broker License # A-2010-2151569), a Philadelphia marketing startup with vast experience in deregulated energy markets, is here to help.

Beginning as a home-based business in 1999, Platinum was founded to help consumers navigate through the over complicated world of energy deregulation. During one of the worst economic cycles in our great country's history, Platinum has been able to tremendously increase profits from \$700,000 in 2006 to 7.8 million in 2009 and is projected to top \$16 million in 2010. Despite the ever-climbing unemployment rate, Platinum has also been able to create new jobs for nearly 150 agents across the country.

PA residents in the State Capital and surrounding areas recently faced 30% rate hikes on their electric bills. Platinum's group of experienced Energy Consultants responded by reducing consumers' electric costs by 15%. WHTM ABC 27 out of Harrisburg took note of consumer concerns as well as Platinum's efforts (<http://www.platinumadvertisingllc.com/news.html>). Reporters spent the day with one of Platinum's friendly and professional marketing representatives, Michael Nixon. This was a fantastic way to alleviate viewer concerns as well as educate them about available State sanctioned programs designed to help consumers lower their energy costs.

As the January 1st, 2011 deadline for the PECO rate cap expiration draws closer, Platinum will continue its mission of providing customers with the necessary tools to lower their electric rates while creating an anticipated 100+ jobs for local Philadelphia residents.

Additional information about Platinum is available online at <http://www.platinumadvertisingllc.com>.

## CONTACT:

Bill Siveter

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