

**FOR IMMEDIATE RELEASE**

April 26, 2012



**FOR ADDITIONAL INFORMATION**

Nick Meyer

Director, NIPSCO External Communications

(219) 647-6556

## **NIPSCO SAYS THANK YOU TO ITS CUSTOMERS WITH NEW VALUED CUSTOMER PROGRAM**

**MERRILLVILLE, Ind.** – NIPSCO today announced a new pilot program to simply thank its customers for their business.

The NIPSCO Valued Customer Program will be unveiled this week for a three-month test period – beginning with residential customers in the Merrillville and Hobart areas and later expanding to other areas depending on the success of the pilot program.

Customers will automatically receive a free Valued Customer discount card in the mail, which will provide access to a variety of exclusive offerings at local participating restaurants, entertainment venues, retailers and other businesses. There is no cost to participate in the program.

Each participating business will display signage welcoming NIPSCO Valued Customers. By presenting their card, customers will be able to take advantage of the discount being offered at that location.

“While we can’t offer customers free energy for a month, we want to extend our appreciation to our customers in a way that provides the broadest appeal and interest,” said NIPSCO president Kathleen O’Leary. “Not only will this help customers keep a little extra money in their pockets, but it will provide economic support to local businesses as well.”

Time to Eat BBQ - a popular Merrillville-based restaurant and catering business - was among the first partners in the program which has drawn interest from more than 30 local businesses offering nearly 50 discounts.

“When NIPSCO approached us about participating in this pilot program we were excited for the opportunity,” said Time to Eat BBQ owner Clarence Colby. “This will be a great way to help attract more patrons and get more people through our doors. It’s great what NIPSCO is doing for its customers and local businesses.”

A full list of offerings and where customers can present their cards can be found at [NIPSCO.com/discounts](http://NIPSCO.com/discounts), which also features additional unique discounts that require customers to present an on-line printable voucher instead of the cards.

Funding for the pilot program is solely covered by the company. So, customers - regardless of their participation - do not pay for any aspect of the program.

-more-

## **NIPSCO Valued Customer Program**

**Page 2 of 2**

To learn more about the program, customers and businesses can visit [NIPSCO.com/discounts](http://NIPSCO.com/discounts) or call 1-855-202-7908.

*NIPSCO, with headquarters in Merrillville, Ind., is one of the seven energy distribution companies of NiSource Inc. (NYSE: NI). With more than 786,000 natural gas customers and 457,000 electric customers across the northern third of Indiana, NIPSCO is the largest natural gas distribution company, and the second largest electric distribution company, in the state. NiSource distribution companies serve 3.8 million natural gas and electric customers primarily in seven states. More information about NIPSCO is available at [www.nipsco.com](http://www.nipsco.com).*

###