



## Unitil Announces New Corporate Tagline

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Hampton, NH (April 30, 2002) - Unitil Corporation (AMEX: UTL) ([www.unitil.com](http://www.unitil.com)) today officially unveiled its new corporate tagline, "We deliver. It's that simple."

Over the past several years, in both Massachusetts and New Hampshire, Unitil has been going through a transition. No longer a traditional utility that provides both energy supply and energy delivery, Unitil has focused on energy delivery - through its gas and electric distribution operations and through its Internet-based energy services business, Usource. The new tagline reflects that change, at the same time, it describes the character of the Company, itself.

"Our tagline is a promise we are making to our customers," said Unitil's President and Chief Operating Officer, Michael J. Dalton, "It's a renewed commitment to go the extra mile, to get things done, to do what we say we will do in service to our communities. It will be a daily reminder of the promise that comes with the name Unitil. We are in the energy delivery business, and we are a 'can-do' company. We deliver. It's that simple."

The introduction of this tagline to the public is the culmination of a company-wide campaign among Unitil employees. The slogan, itself, was proposed by employees, and every employee has taken part in small-group discussions on what it means to "deliver" through his or her own daily activities. "The tagline is a reflection of the Unitil culture, and we are prepared to deliver on its promise," said Dalton.

Soon the new tagline will be appearing throughout the communities served by Unitil's three Distribution Operations Centers -- emblazoned on all of the Company's vehicles in New Hampshire's Capital City and Seacoast areas, and in the north-central area of Massachusetts. It will also appear in letterheads, memos, and press releases.

Unitil is a public utility holding company with subsidiaries providing electric service in New Hampshire, electric and gas service in Massachusetts and energy services throughout the Northeast. Its subsidiaries include Concord Electric Company, Exeter & Hampton Electric Company, Fitchburg Gas and Electric Light Company, Unitil Power Corp., Unitil Realty Corp., Unitil Service Corp. and its unregulated business unit Unitil Resources, Inc. Usource L.L.C. is a subsidiary of Unitil Resources, Inc. The Usource product line of Internet-based energy brokering and related products and services is available at [www.usourceonline.com](http://www.usourceonline.com).

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