



Official Utilities Protection Center, Inc. Business Notification
Utilities Protection Center Inc., to do Business as
Georgia 811

Duluth, Georgia – February 25, 2010 - Established in 1974, the Utilities Protection Center Inc., (UPC) has been an industry leader in preventing damage to underground utility facilities and promoting safety and efficiency through high quality and economical notification services. In addition UPC provides training and education while encouraging compliance with all applicable laws.

As of March 1, 2010, the UPC will begin doing business as Georgia 811.

“Georgia 811 does not change our mission,” commented Claudette Campbell, President and CEO.

According to UPC Chairman of the Board, Jeff Patton, “For us (UPC) to do business as Georgia 811, doesn’t mean anything has changed. To be known as Georgia 811, fits in perfect alignment with our long term strategies for damage prevention and education. As we continue to focus on the education of homeowners and professional excavators, branding ourselves as Georgia 811 simplifies the process and allows us to promote three-digit dialing.” Patton also serves as an Area Manager for AT&T.

811, is the nation’s call before you dig number that was put into service in May 2007 by the Federal Communications Commission (FCC). “This three digit number is much more memorable than our existing 800 number. We are here to serve the state of Georgia. Georgia 811 - It is a simple, clear way to identify who we are and how those who plan to dig in Georgia can reach us.” Patton explains.

Further explaining the reasons for becoming Georgia 811, Campbell acknowledged that “In the past, people have confused us with their utility service provider, the Georgia Public Service Commission, and thought that the UPC located underground lines. We do not own any type of utility infrastructure, we do not enforce the Georgia Utility Facility Protection Act, and we do not locate underground lines. Our role in the damage prevention process is to collect and transmit information about upcoming excavation to our members and to educate our members and customers about that process.”

“While we will still keep our corporate name, Utilities Protection Center, Inc., we look forward to promoting ourselves in this new way. Many people are familiar with the phrase ‘Call Before You Dig.’ What many don’t realize is who should call, and what number to dial. Georgia 811 allows us to share the phone number and the fact that all Georgians must call before they dig... Every project, every time. Never make risky assumptions about the location of underground lines. Campbell explains. “ Just as 911 means emergency, 411 means information, 511 means traffic, we look for 811 to become synonymous with Call Before You Dig.”

Georgia 811 will continue to take calls for those who will be working within 10 feet of overhead power lines in accordance with the High Voltage Safety Act.

UPC joins several of the country’s one call centers in making the change to 811. Several states have also adopted this strategy. Kentucky 811, Tennessee 811, Texas 811. As homeowners and excavators find themselves in other states, or here in Georgia, a common theme will be found. Safe Digging is smart no matter what part of the country excavation will take place.