



HomeServe USA to Provide Water Line Protection Options to Middlesex Water Customers

May 25, 2011

New Jersey and Delaware Homeowners Now Have Expanded Service Options

STAMFORD, Conn., May 25, 2011 (GLOBE NEWSWIRE) -- [HomeServe USA](#) (HomeServe), the nation's leading provider of emergency home repair programs, today announced an agreement with Middlesex Water Company whereby HomeServe will provide emergency home repair plans to homeowners in New Jersey and Delaware served under Middlesex Water, Tidewater Utilities, and Pinelands Water, subsidiaries of the [Middlesex Water Company](#) (Nasdaq:MSEX).

[HomeServe](#), which serves more than 1 million customers holding 1.3 million service plans across 36 states, has purchased 10,500 existing water and sewer line maintenance contracts under the Middlesex Water *LineCare*SM name, and beginning in August will be providing additional service options to the nearly 91,000 residential customers serviced by the Middlesex companies.

HomeServe is committed to giving customers of Middlesex Water Company affordable and accessible emergency water and sewer line repair options. Additionally, part of the agreement between HomeServe and Middlesex Water Company will continue to allow customers the convenient option of paying for their HomeServe emergency protection plans directly on their water utility bill.

"We are proud to offer this valuable option to customers of Middlesex Water Company," said Jonathan King, Chief Executive of HomeServe.

"HomeServe is committed to continuing service to the existing LineCare customers and looks forward to offering many more Middlesex customers service through our new partnership."

"Service line maintenance programs offer our customers peace of mind should they experience a break on their water or wastewater service lines," said Dennis W. Doll, President of Middlesex Water. "Our agreement with HomeServe will offer excellent quality for our customers through HomeServe's 24-hour hotline and professional local contractors, saving the customers a great deal of cost and hassle should an emergency service issue arise."

About HomeServe

Home Service USA Corp (HomeServe) is an independent provider of homeowner assistance services. The company was established in 2003 and has grown to protect more than 1 million homeowners holding 1.3 million service plans across 36 states against the expense and inconvenience of water, sewer, electrical and other home emergencies. HomeServe dedicates itself to being a customer focused company offering best practices in marketing and service. For more information about HomeServe, please go to www.homeserveusa.com

About Middlesex Water Company

Middlesex Water Company provides regulated and non-regulated water, wastewater and related services to a population of over 450,000 in New Jersey and Delaware. Through the company's various operating units it provides a full range of residential, commercial, industrial and municipal water and wastewater needs. Visit www.middlesexwater.com to learn more about Middlesex Water and its programs.

CONTACT: HomeServe Contact:

Myles Meehan
203-356-4259
HomeService@homeserveusa.com

Middlesex Water Contact:

Bernadette Sohler
732-634-1500
bsohler@middlesexwater.com

Source: HomeServe USA