

FOR IMMEDIATE RELEASE
September 30, 2010

**BravePoint Announces the Launch of ProfitZoom:
Business Profit Management Program for the Fire Suppression Industry**

- *Complete integration designed to maximize profits*
- *Advanced user interface with unique personalization and interactivity*

Norcross, Georgia – BravePoint® Inc. has announced the launch of its new product, ProfitZoom™, an integrated profit management system designed specifically for running a fire suppression business.

ProfitZoom is the first software of its kind for the fire suppression industry, allowing Services, Financials, Job Costing, and Materials to be run from one system. The distinctive, user-centric interface provides remarkable usability, personalization, and maximum productivity.

ProfitZoom's process facilitates managing a fire suppression business by linking customer interaction to the office location, and then to the personalized profit management system, allowing for lasting interaction with customers, real-time cost/profit analysis and detailed tracking of daily operations. The "Profitability Snapshot" allows a manager to predict future revenue by account and date, and make adjustments based on company goals and needs.

About BravePoint

BravePoint® Inc. (www.bravepoint.com) has been helping specialty contractors with their unique software application requirements since 1968. Headquartered in Norcross, Georgia, BravePoint is a leading provider of consulting, training, and application development to a variety of clients worldwide, applying business experience and technology expertise to improve customers' profitability and competitiveness in the Progress® (NASDAQ: PRGS) market. BravePoint is a subsidiary of Chesapeake Utilities Corporation (NYSE: CPK, www.chpk.com). For more information about ProfitZoom, visit www.ProfitZoom.com.

All third party trademarks are the property of their respective owners.

For more information, contact:
Barbara Ware
Marketing Director
770-449-9696
bware@bravepoint.com