

# connect



PPL Electric Utilities

February 2012

## Energize your small business

### Consider E-power rebates and programs in 2012

If you're a small-business owner in the PPL Electric Utilities service territory in eastern and central Pennsylvania, you're a key part of your local and regional economy.

We know helping you save energy and money can help your financial bottom line and that's where E-power® programs can help.

If you haven't explored all the ways we can help, you could be losing out on important savings. Visit [www.pplelectric.com/e-power](http://www.pplelectric.com/e-power) for all the latest program details.

#### Programs that can help include:

**Energy Efficiency Rebates.** When you run a small business, you probably use many products that could qualify for an E-power rebate. From lighting and heating and ventilation equipment to motors, refrigeration and insulation, there is ample room for savings. Taking advantage of E-power rebates will help offset the costs of your energy-saving investment AND you'll use less electricity. Put these two factors together and they can add up to significant savings — now and in the future. Find out more at [www.pplelectric.com/e-power/rebates](http://www.pplelectric.com/e-power/rebates).

**Direct Discount Service.** Potentially big up-front savings on installation costs of certain lighting and refrigeration upgrades — without having to bother with the paperwork — is a hallmark of this program for GS1 and GS3 rate customers who use less than 400,000 kilowatt-hours a year in electricity. Find out more at [www.pplelectric.com/directdiscounts](http://www.pplelectric.com/directdiscounts).

**Custom Incentive.** Our energy efficiency programs don't cover everything and that's where this program fills the gap. It provides financial incentives for certain extensive energy efficiency projects, retro-commissioning and equipment optimization that result in cost-effective, measurable electrical energy savings. Learn more at [www.pplelectric.com/customincentive](http://www.pplelectric.com/customincentive).



**Appliance Recycling.** If your small business has an older, inefficient refrigerator that workers use to keep their lunches or other goodies cold, it might literally pay you to recycle it and invest in a new, more efficient model. Our appliance recycling program offers a \$35 incentive for those recycling a working refrigerator or freezer. There are size restrictions. For program details, visit [www.pplelectric.com/recycling](http://www.pplelectric.com/recycling).

We're dedicated to empowering economic vitality in the communities we serve. E-power is one powerful way to help that happen.



## e-power tip

### Top shoppers

More Pennsylvania electric utility customers than ever are switching to a competitive electric supplier.

The state Public Utility Commission says that number doubled in 2011 to more than 1.4 million. PPL Electric Utilities customers are leading the way, with more than 588,000 at the end of December.

Electric generation and transmission make up the biggest part of your bill. To learn more about shopping for your electric generation supply, and how you might save, visit [www.pplelectric.com/choice](http://www.pplelectric.com/choice) or [www.PAPowerSwitch.com](http://www.PAPowerSwitch.com).



## Space heater safety

The risk of a fire from a space heater is three to four times greater than from central heating equipment, according to the Electric Safety Foundation International. Please stay safe if you use one.

### Among ESFI's safety tips:

- Choose a heater that bears the mark of a nationally recognized testing laboratory and read the manufacturer's instruction manual before using any space heater.
- Keep space heaters away from furniture and flammable materials like curtains and drapes.
- Don't use space heaters with extension cords. Plug them directly into an outlet on an unburdened circuit.
- Turn off, unplug and safely store portable space heaters when not in use, and don't use them where children are unsupervised.



## WRAP up energy savings

The program name may conjure up images of cold weather, but any time of year is a good time for customers with limited incomes to consider PPL Electric Utilities' Winter Relief Assistance Program.

To be eligible, you must be at least 18 years old, own or rent your house or apartment, and meet the income guidelines.

If you qualify, you'll work with a WRAP energy educator on ways to save. The services you receive will depend on the result of an energy audit and may include energy education, the installation of energy-efficient appliances such as a high-efficiency refrigerator or a new water heater, and more.

Call us toll-free at 1-888-232-6302 for more details or visit [www.pplelectric.com](http://www.pplelectric.com).

## how to get in touch



### Customer service:

**1-800-342-5775**

**1-800-DIAL PPL**

**Automated phone lines are open 24 hours a day, seven days a week.**

### Customer service

**representatives are available Monday through Friday, 8 a.m. to 5 p.m.**

Telecommunications Device for the Deaf: **1-800-231-7288 TTY**

### Write to us at:

**Connect  
827 Hausman Road  
Allentown, PA 18104-9392**

E-mail us at:  
**[connect@pplweb.com](mailto:connect@pplweb.com)**

## Giving back

### PPL employees support United Way

PPL Corporation employees and retirees continue to step up and support their communities through generous donations to United Way.

The 2011 United Way campaign saw donors give a record total of more than \$2.2 million.

PPL Corporation will contribute corporate donations and matches for qualifying donations that will bring the total amount raised to about \$3 million.

The theme of this year's campaign was "Be The One," and employees were asked to be the person who steps up and makes a difference. As PPL has grown, we've remained close to the communities we serve. From Scranton to Lancaster, from Williamsport to Bethlehem, we know how important the United Way is to so many individuals and families and to local agencies that support those in need.



## Don't overlook earned income tax credit

Customers who qualify for LIHEAP or our payment assistance programs also may qualify for the earned income tax credit on their 2011 federal income tax return. The credit can reduce your taxes and could mean a refund. Working families and working individuals must meet income guidelines.

According to the Internal Revenue Service, you must have earned income from employment, self-employment or another source and meet certain rules to qualify for the tax credit. The maximum amount of the credit for the 2011 tax year is \$5,751.

More than 26 million people received nearly \$59 billion in earned income tax credits last year. To learn more, visit [www.irs.gov/eitc](http://www.irs.gov/eitc) or call 1-800-829-1040.

