

Electric choice

Life is full of options. This one may help you save.

In Pennsylvania, you have the power to choose your electric generation supplier.

Just as you can pick a cell phone provider that offers you the best price or services you prefer, you can shop for better deals on electricity supply.

We encourage you to explore all of your options.

After all, shopping for power can be quick and easy. And by switching, you may be able to save money.

What you're choosing

When you shop, you're picking a generation supplier. That's the company that makes the electricity you use, or buys it from a power producer for you.

Generation accounts for the biggest piece of most electric bills. When you don't pick a generation supplier, we buy power for you from many different suppliers. We pass on the cost without profit.

What you're NOT choosing

Whether you choose another supplier or not, PPL Electric Utilities will remain your delivery company. That means that we distribute the electricity that you purchase to your home or business. We'll continue to deliver your power safely and reliably. And we'll still be the company you call if your power is interrupted.

Comparing supply offers

If you're a residential customer, the Pennsylvania Public Utility Commission's PA PowerSwitch website makes it easy for you to compare supplier offers with our "price to compare."

Simply visit www.papowerswitch.com and click "shop for electric suppliers" to view a list of current offers. A simple usage calculator lets you estimate how much you could save by making a switch. Information is also available by calling the PUC at 1-800-692-7380.

See the back page for more details about our "price to compare." Understanding the price to compare is important to shopping.

Quick facts

- Switching won't affect the reliability of your electric service.
- It doesn't hurt or help PPL Electric Utilities if you switch.
- Nearly half a million customers have already switched to a different supplier.



About the 'price to compare'

The price to compare is the price you pay PPL Electric Utilities for generation and transmission if you don't switch to another supplier. If a supplier's price is lower than our price to compare, you could save by switching.

The price to compare does not include distribution charges. That's because PPL Electric Utilities continues to deliver your power and charge you for distribution service whether you switch or not. Distribution charges cover our costs to maintain the meters, poles, wires and other equipment required for reliable electric service. Distribution charges also cover customer service costs associated with metering, billing and our Customer Contact Center.

Price to compare through Dec. 31, 2010

The current price to compare for residential customers on our RS, RTD and RW1 rate schedules is 10.448 cents per kilowatt-hour. The RS rate schedule is our standard residential rate and applies to most residential customers.

The price to compare for our RTS rate schedule, which was closed to new customers years ago but remains in effect for some homes, is 9.098 cents per kilowatt-hour.

Estimated price to compare for Jan. 1 to May 31, 2011

PPL Electric Utilities' price to compare will change Jan. 1, 2011. The exact price to compare will not be known until late December when the Pennsylvania Public Utility Commission approves our new rates for generation and transmission services.

However, based on our power purchases so far

Rate schedule	Estimated price to compare Jan. 1 - May 31, 2011 (cents per kilowatt-hour)
RS, RTD, RW1	9.426
RTS	8.751

for early 2011, we've estimated price to compare amounts for Jan. 1 to May 31, 2011 (see table above).

Additional price to compare changes in 2011

Because of the way we buy power to comply with state law, our price to compare will change periodically moving forward to reflect changing market prices for electric supply. The price to compare will change Jan. 1, 2011 and again on June 1. After June 1, it will change every three months. We will continue to provide you with estimates of the new prices in a bill insert and on our website. The actual prices will be available approximately one month before they go into effect.

Supplier prices may change more or less frequently depending upon their offers. In addition, new suppliers and offers may emerge periodically. Visiting www.ppowerswitch.com can help you track these changes to our price to compare and supplier offers.

You can also find our price to compare at www.pplelectric.com/choice, where you can subscribe to an RSS feed to receive updates to the price to compare.

For more information:

- Visit the PPL Electric Utilities website, www.pplelectric.com/choice, or call toll-free 1-800-342-5775.
- Visit the Pennsylvania Office of Consumer Advocate website at www.oca.state.pa.us or call 1-800-684-6560.

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