

May 2010


Modern lifestyle highlights importance of electricity reliability

Our high-tech world of flat screen televisions, computers and gaming systems seems to always be demanding another kilowatt.

That makes reliability more important than ever. That's why PPL Electric Utilities continues its efforts to make sure all of its 1.4 million customers have dependable delivery of electricity to power their lives.

We anticipate spending more than \$1.5 billion over the next five years to upgrade old power lines or build new ones, as well as upgrade other equipment. Just as maintenance is needed on roads you drive each day, we invest in maintenance needed for electricity delivery, the "roads" that safely deliver your power.

Over the past decade, we've kept power flowing to customers — on average — 99.97 percent of the time. Our goal is to



e-power tip

Web site makeover

PPL Electric Utilities' E-power Web site is now updated and improved. Visitors will notice a more user friendly approach, complete with videos to introduce various E-power programs meant to help you save energy and money.

We've started running TV commercials about our E-power initiative, including our energy efficiency rebate and incentive programs. Newspaper ads also are part of spreading the word. Visit www.pplelectric.com/e-power and take it for a test drive. Kick the tires. We think you'll like what you see.

maintain or improve that record of reliability.

And as more appliances and electronics enter our homes, you can help manage your energy use through our E-power initiative with tools like the Energy Analyzer and a host of energy efficiency programs. Reach both by visiting www.pplelectric.com/e-power.

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

Visit us on the Internet at:

www.pplelectric.com

Tree-trimming helps prevent power outages

Trees help the environment by removing carbon dioxide and adding oxygen. Their shade can reduce your cooling costs.

But when taller trees are allowed to grow close to power lines, they can cause outages and create potential safety hazards. That's why PPL Electric Utilities trims along more than 5,500 miles of power lines each year. That's as far as running more than 200 marathons.

Pruning trees keeps them clear of power lines and maintains reliable service for everyone. Our skilled foresters practice directional pruning, a method recommended by industry experts and accepted by the National Arbor Day Foundation. It removes only branches growing toward power lines.

Remember – we don't prune or remove trees around the service wire that runs from the pole to your home. If you're pruning around the service wire, please be sure to contact us. We want you to be able to do the job safely, and we can lower the wire to the ground. This service is free. Call PPL Electric Utilities at 1-800-342-5775 at least three days in advance.

Lastly, avoid planting trees near very large power lines (those with steel poles and towers). These lines are vital links in our delivery system.

When planting near smaller, neighborhood lines, allow plenty of space. Consider how the tree will look when it's fully grown, and select trees that won't grow taller than 25 feet.

Pruning pros

The National Arbor Day Foundation has named us a 2010 Tree Line USA Utility for leadership in tree care while working to maintain reliable electric service.

Online and in touch

Customers have more ways than ever to interact with us.

Need updates during major storm emergencies? Follow PPLStormTeam on Twitter, a social networking site that allows users to get real-time information online or by mobile phone. Visit www.twitter.com/pplstormteam.

If you're looking for ways to save energy and money, you can get energy efficiency tips and event notices by following PPL E-power at www.twitter.com/pplpower and tuning in to our YouTube video channel to see energy savings in action at www.youtube.com/PPLElectricUtilities.

Rebates to help you keep your cool

According to the federal agencies, you can save up to 30 percent on your cooling costs by replacing your old, inefficient central air-conditioning unit. PPL Electric Utilities can make it all more affordable.

As part of our E-power energy efficiency initiative, you can get a rebate of up to \$300 on a central air-conditioning unit. Room air conditioners can bring a \$25 rebate. Purchases made since July 1, 2009, are eligible.

Visit www.pplelectric.com/e-power for more information and rebate forms, or call 1-866-660-4551.

Teachers, take note

This summer, PPL Electric Utilities will sponsor a series of free energy efficiency workshops this summer for educators.

Teachers will learn how to challenge their students to be more energy-efficient, save money on their family's electric bill, and help the environment in the process. Teachers will receive a curriculum, guides, supplies and other materials to help them spread the word to their students.

For specific locations and times, go to the E-power Links drop-down menu at www.pplelectric.com/e-power or call 1-800-616-8326.