

connect



PPL Electric Utilities

November 2011

Big discounts for small business

PPL Electric Utilities' small-business customers can now take advantage of a new E-power® program that could save them up to 75 percent off the cost of energy-efficient lighting or commercial refrigeration projects.*

The recently launched Direct Discount program is for GS1 or GS3 rate customers who use less than 400,000 kilowatt-hours a year in electricity. Qualifying businesses can participate regardless of whether they shop for their electricity supply.

Energy savings can quickly pay back the cost of the upgrades, and participating businesses don't have to worry about any paperwork.*

Other program rules also apply. Check www.pplelectric.com/directdiscount for details. Funding is limited and will be awarded on a first-come, first-served basis.

Special marketing promotions will be held in select cities over the coming months, into next spring. Businesses that schedule a Direct Discount assessment during the designated outreach month in their community will get up to five free compact fluorescent light bulbs installed in their location.

Small businesses are an important factor in the economic vitality of the communities served by PPL Electric Utilities. Direct Discount gives them a boost in saving energy and saving money. Savings come up-front by covering much of the installation costs for the improvements, as well as over the long term in energy savings. In today's challenging economy, it can make a difference.

The Direct Discount service is offered through participating contractors, who can be found by visiting www.pplelectric.com/findtradeallies.** For more information, call the E-power Solutions team at 1-866-432-5501.

** Actual discount, monetary savings and payback periods will vary depending on several factors including equipment installed, energy saved, customer operation and age of existing equipment. Offer subject to change without notice and limited to PPL Electric Utilities small-business customers. Complete eligibility requirements are available at www.pplelectric.com/directdiscount.*



*** Direct Discount contractors are not certified by, endorsed by or affiliated with PPL Electric Utilities or its affiliates (collectively, "PPL"). PPL does not warrant the services of these contractors and in no event is PPL liable for these contractors' services. No contractual obligations of any kind are created between PPL and you as part of this program.*



e-power tip

During the winter heating season, be sure to check the air filter on your furnace and replace it if it looks dirty.

Filters that are clogged slow down air flow and can make your heating system work harder and use more energy. The federal government estimates 40 percent of your annual utility bills goes for heating and cooling, so it's important to make sure the equipment that keeps your home comfortable is properly maintained.

Caution: Watch for holiday lighting pitfalls

When decorating this winter holiday season, be sure to practice electrical safety to help prevent injuries and property damage. The Edison Electric Institute offers the following tips:

- Install or adjust outdoor electrical displays only during dry weather.
- Outdoor displays require outdoor (low temperature), exterior-rated extension cords, including fixtures, and bulbs.
- When hanging lights around your roofline or in trees, be sure to survey the area for overhead power lines and maintain at least a 10-foot distance.
- Keep all electrical connections off the ground and hang sockets downward to prevent water from seeping into them.
- Do not run electrical cords through door or window openings where they can be damaged.
- For added protection, plug outdoor lights and decorations into circuits protected by ground-fault circuit interrupters.

Next 'Price to Compare' adjustment is Dec. 1

Don't forget that the "price to compare" changes every three months and will change again Dec. 1.

For those customers who don't choose an alternate supplier, we buy power on their behalf and pass it on without profit. The price to compare is the cost of the power, its transport over high-voltage lines and any related taxes.

Knowing this price can help you decide whether shopping for electricity will save you money.

The price to compare can go up or down for different rate classes. Visit www.pplelectric.com/choice to find out more.

You can check out electricity supply offers at www.papowerswitch.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

PPL Electric Utilities is on Twitter

Keeping up on the latest energy efficiency tips and E-power events or getting important power outage information during a storm is as easy as following PPL Electric Utilities on Twitter.

Many of our customers are already following us @ppllectric. Join us and let the information come to you.

We regularly send out tips on how to save energy, save money and reduce your carbon footprint. In major storms, we'll keep you updated on our restoration and customer outreach efforts.

Plugging in to electric cars

An electric utility having an electric car might seem logical.

But in PPL Electric Utilities' case, there's a lot more than meets the eye. We're actually going to be

testing three Chevrolet Volts as part of a nationwide study on how more widespread use of such vehicles might affect the electric grid.

We're one of 28 member utilities of the Electric Power Research Institute participating with General Motors in this research. Supported by federal matching grants, EPRI purchased a total of 64 electric vehicles that could be used in 40 states and three Canadian provinces. PPL Electric Utilities will have three vehicles to use and collect data over a three-year period within its 29-county service territory across central and eastern Pennsylvania.

Selected employees will get the brightly detailed cars for periods of time for their daily use, and we'll track things like driving habits, operating costs and energy consumption. We'll provide updates on our findings at www.pplelectric.com/ev. The project ultimately will help us educate customers on plug-in electric vehicles, which we hope will be another wise energy choice.

