

# Increasing Numbers of PPL Electric Utilities Customers Shopping for Savings

## More than 80 Percent of Electricity Delivered by Utility Provided by Alternate Suppliers

### PPL Electric Utilities

PPL Electric Utilities reports an increasing number of its customers have now chosen to receive power supply from alternate suppliers.

Through October, electric generation suppliers provided more than 81 percent of all electricity delivered by the local utility, and more than 605,000 customers have chosen a supplier in the competitive market in Pennsylvania. That's more than 43 percent of PPL Electric Utilities' 1.4 million customers, including even greater shares of small businesses and virtually all large commercial and industrial accounts.

"It's a sign that more people are taking greater control over what they spend for electricity. The growth in customers shopping for electricity indicates the competitive market provides options for consumers and the ability to save on their utility costs," said Dennis Urban, senior director-Rates & Regulatory Affairs for PPL Electric Utilities.

The number of customers in all rate classes who have switched to alternative suppliers has risen from about 200,000 in January 2010 to 605,000 as of last week. "As we head into one of the busiest shopping seasons of the year and scout for the best deals, it's also good to take some time to look at the offers available for generation supply," Urban said.

The Pennsylvania Public Utility Commission has information at [www.papowerswitch.com/shop-for-electricity](http://www.papowerswitch.com/shop-for-electricity) about shopping for an alternative supplier and a list of 40 licensed suppliers, including the products and terms they offer. Information on electric shopping also is available on [www.pplelectric.com](http://www.pplelectric.com).

In coordination with the PUC, PPL Electric Utilities also will be mailing a consumer education brochure on electric shopping to all of its customers beginning today. *(See the link at the bottom of this news release to view the brochure.)*

"When our customers choose an alternative supplier, it doesn't mean they cut ties to PPL Electric Utilities," Urban said. "We've heard many times that our customers are loyal and hesitant to switch. We value that loyalty, but we want our customers to know that choosing an alternative supplier doesn't hurt PPL Electric Utilities when they make a switch."

Urban added the company makes no money on the generation piece of its customers' bills. Instead, it buys power from many different suppliers for customers who don't choose their own. Customer payments for that generation are passed by the utility directly to those suppliers.

"Our business is delivering power, safely and reliably, and we're still your delivery company, even if you choose another supplier," Urban said. "We're here to help you understand your options and provide you programs to help you understand your usage and save on your electric bill."

PPL Electric Utilities, a subsidiary of PPL Corporation (NYSE: PPL), provides electric delivery services to about 1.4 million customers in Pennsylvania and consistently ranks among the best companies for customer service in the United States. More information is available at [www.pplelectric.com](http://www.pplelectric.com).

For further information: Bryan Hay, 610-774-5140, [brhay@pplweb.com](mailto:brhay@pplweb.com)

### **PPL Consumer Education Brochure**

This consumer education brochure will be mailed to PPL Electric Utilities customers. (2.8 MB)