

LG&E, KU and ODP Increase Donations to Energy Assistance Programs; Encourage Customers to Help Neighbors in Financial Crises

Utilities to match \$2 for every \$1 donated by residential customers

(LOUISVILLE, Ky.) — In an effort to help the community's most disadvantaged citizens pay heating bills during the winter months, Louisville Gas and Electric Company, Kentucky Utilities Company and Old Dominion Power, the name under which KU operates in Virginia, announced today that — retroactively effective Oct. 1 through March 31, 2014 — the utilities will match \$2 for every \$1 donated by residential customers to the utilities' heating assistance programs.

"Due to the delay of the distribution of Low-Income Home Energy Assistance Program funds caused by the federal government shutdown, we felt it was important to go above and beyond the usual \$1 for \$1 match," said Cheryl Bruner, customer service and marketing director for LG&E and KU. "We encourage customers to join what thousands of their neighbors are doing and consider making a tax-deductible donation to this program as well."

The LG&E Community Winterhelp, KU WinterCare Energy Assistance Fund and ODP WinterShare Fund are operated by third-party nonprofit organizations that help customers in financial crises pay their heating bills.

Over the last five years, customer donations and matching funds from the utilities have raised more than \$1.67 million, with approximately \$923,000 of that donated by the utilities.

Funds raised have helped thousands of families pay their heating bills over the years.

Residential customers may donate to the assistance programs by making a monthly pledge or a one-time contribution. Even rounding up a payment to the next whole dollar makes a difference.

Eligibility for heating assistance benefits is determined by the third-party nonprofit organizations. The programs assist families in dire financial situations and lack of resources, leaving a family with no heat or the immediate prospect of no heat; and families with a family member who is elderly, very young, seriously ill or disabled. The utilities play no part in determining eligibility.

Families in need of assistance will be interviewed by the third-party nonprofit organizations. To learn more about the utilities' assistance programs and the participating nonprofit service partners by region, visit:

[Help Customers in Need — LG&E heating assistance nonprofit partners](#)

[Help Customers in Need — KU and ODP heating assistance nonprofit partners](#)

Louisville Gas and Electric Company and Kentucky Utilities Company, part of the PPL Corporation (NYSE: PPL) family of companies, are regulated utilities that serve a total of 1.2 million customers and have consistently ranked among the best companies for customer service in the United States. LG&E serves 318,000 natural gas and 393,000 electric customers in Louisville and 16 surrounding counties. KU serves 539,000 customers in 77 Kentucky counties and five counties in Virginia. More information is available at lge-ku.com and pplweb.com.

For further information: LG&E and KU, 502-627-4999 (Toll-free 888-627-4999)