

An Invitation From PPL Electric Utilities: Join the Operation HELP Giving Tradition

Program assists customers unable to pay energy bills due to hardships

PPL Electric Utilities

PPL Electric Utilities' Operation HELP campaign, a tradition of giving to help utility customers in crisis, is underway.

"Since we started this program in 1983, the generous response from PPL employees and retirees, the utility and its customers has been amazing," said Tim Dahl, PPL Electric Utilities manager of regulatory programs and business services. "Donations from all these sources — both inside and outside PPL — provide peace of mind and have a positive impact."

Operation HELP is administered by a network of local agencies and every dollar donated goes to assisting those in need with any of their energy bills. The program is not restricted to electric bill assistance.

More than 86,000 families have benefited from more than \$24 million collected through Operation HELP in the past 30 years. It's projected that donations in 2013 will be approximately \$1.45 million, with \$400,000 coming from PPL Electric Utilities customers, \$50,000 from PPL employees and retirees, and \$1 million from PPL Corporation.

"The need is there," Dahl said. "Funding is typically used up quickly, so the more we can raise, the wider the program's reach."

Dahl said the utility routinely gets notes of thanks from Operation HELP recipients. "The letters I've seen over the years show that those who contribute are truly making a difference in the lives of people in their community," he said.

The utility annually asks all PPL employees to support the program and makes a payroll deduction option available. Its customers receive an Operation HELP insert with their December bills. Customers can choose to make a one-time donation or have a specified amount added to their monthly bill. Those who are not PPL Electric Utilities customers can also help.

An online form is available at www.pplelectric.com/operationhelp.

"If you've wanted to get involved with this great effort, but haven't done it yet, make this your year to make a difference," Dahl said. "If you already donate, thank you."

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.

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