

# LG&E and KU Unveil New Outage Texting Option For Customers

## Company launches new texting tool enhancing severe weather preparedness

(LOUISVILLE, Ky.) – Because the Ohio Valley is no stranger to severe weather, being prepared for it year ‘round is key. To help enhance the preparedness of area residents, Louisville Gas and Electric Company and Kentucky Utilities Company are adding a key tool to the utilities’ portfolio of communication options to keep customers informed during outage and restoration events. The company’s Outage Texting offers critical information to customers, right on their mobile device.

To take advantage of the new feature, customers are encouraged first to make sure their current mobile number is on file as the Outage Reporting Number in their registered online account. Customers can update the mobile phone number associated with their account any time online at [my.lge-ku.com](http://my.lge-ku.com) from a desktop computer, tablet or mobile device.

Once a customer’s information is up-to-date, using the service is as simple as texting two words on their mobile device:

Text **OUTAGE** to **4LGEKU** (454358) to report an outage

Text **STATUS** to **4LGEKU** for outage updates

After customers text OUTAGE and the location of the outage being reported has been confirmed, customers can text STATUS at any time to receive information known about the outage. Once power is back on, the customer will receive a text confirming service has been restored. Customers also are encouraged to save 4LGEKU to their contacts list to make reporting an outage even easier from their mobile device.

While additional account-related texting services will be offered in the near future, customers should only use texting to report an outage and request outage status updates. Outage texting should never be used to report a gas leak or downed power line. Customers who suspect a gas leak should evacuate the area immediately and notify LG&E by calling (502) 589-1444. The same number should be used to report a downed wire.

The new texting feature is the latest in a series of technology enhancements offered by LG&E and KU designed to provide information, offer greater communications choices to customers and to make it easier for customers to manage their accounts. The company launched its [online outage map](#), providing near real-time outage data, in 2010.

The tool became a valuable resource for customers, media, emergency operations and government agencies. An updated version of the outage map launched in 2014, along with a redesigned LG&E and KU corporate website and mobile “My Account” tool.

For more information on Outage Texting, visit [lge-ku.com/text](http://lge-ku.com/text).

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*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 321,000 natural gas and 400,000 electric customers in Louisville and 16 surrounding counties. KU serves 543,000 customers in 77 Kentucky counties and five counties in Virginia. More information is available at [www.lge-ku.com](http://www.lge-ku.com) and [www.pplweb.com](http://www.pplweb.com).*

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

