

Ford Motor Company VP Named to PPL Corporation Board

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Louise Goeser, vice president of quality for Ford Motor Company, has been named to PPL Corporation's (NYSE: PPL) board of directors, effective April 1.

"With more than 25 years of experience in a wide range of positions and businesses, Louise Goeser is an excellent addition to PPL's already strong board of directors," said William F. Hecht, PPL chairman, president and chief executive officer. "We are very fortunate to have someone with Ms. Goeser's world-class expertise in quality and customer satisfaction joining our board."

Goeser has been vice president of quality at Ford for four years. In that position she is responsible for ensuring superior quality in the design, manufacture, sale and service of all Ford cars, trucks and components worldwide.

Prior to joining Ford, she was vice president of quality at Whirlpool Corporation and led the refrigeration business unit. She started her career with Westinghouse Electric Corporation. During her 20-year tenure, she held positions of increasing responsibility in the Energy Systems and Environment businesses, including assignments leading critical environment remediation programs and in program management in the nuclear division. Goeser also served as a judge for the Malcolm Baldrige National Quality Awards Program.

Raised in New Jersey and eastern Pennsylvania, Goeser earned a bachelor's degree in mathematics from Pennsylvania State University and a master's in business administration from the University of Pittsburgh.

Goeser will be in a class of PPL directors whose terms run through April 2005.

PPL Corporation, headquartered in Allentown, Pa., controls about 11,500 megawatts of generating capacity in the United States, sells energy in key U.S. markets and delivers electricity to customers in Pennsylvania, the United Kingdom and Latin America.

SOURCE: PPL Corporation

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