

# **PPL Electric Utilities Ranks Highest in J.D. Power and Associates Study of Residential Customer Satisfaction for Fifth Time in Six Years**

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PPL Electric Utilities ranked highest in customer satisfaction with residential electric service in the eastern United States in a recent study by J.D. Power and Associates. PPL Electric Utilities has ranked highest in the eastern United States in five of the six years that J.D. Power and Associates has surveyed residential electric customers.

"Customers look for reliability, good value, fair and accurate billing, and quality service from their electric company. These are attributes we have focused on over the years," said John F. Sipics, president of PPL Electric Utilities.

PPL Electric Utilities uses research such as the J.D. Power and Associates study to gauge what matters most to customers, measure performance against other companies and identify opportunities to improve service.

"There is a responsibility that comes with providing an essential public service such as electricity. We believe that customer focus is crucial for an electric utility. So for us, the real value of these study results is in the insights we can gain from them to improve the service we provide," Sipics said.

In the 2004 residential customer satisfaction survey, J.D. Power and Associates interviewed more than 25,000 people served by the 78 largest electric utilities in the United States. In the East region, PPL Electric Utilities scored highest among 15 companies. The interviews were conducted between March 25 and June 5.

In addition to receiving favorable ratings from residential customers, PPL Electric Utilities has ranked highest in the East for overall satisfaction among business customers in four of five studies done by J.D. Power and Associates, including the study conducted earlier this year.

J.D. Power and Associates is a global marketing information services firm based in Westlake Village, Calif.

PPL Electric Utilities is a subsidiary of PPL Corporation. Headquartered in Allentown, Pa., PPL Corporation (NYSE: PPL) controls more than 12,000 megawatts of generating capacity in the United States, sells energy in key U.S. markets and delivers electricity to nearly 5 million customers in Pennsylvania, the United Kingdom and Latin America. More information is available at <http://www.pplweb.com/>.

SOURCE: PPL Electric Utilities

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