

PPL's Presentation to be Webcast from EEI Financial Conference

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In conjunction with senior management's presentation to financial analysts at the Edison Electric Institute's Financial Conference in New Orleans on Tuesday, Oct. 30, PPL Corporation (NYSE: PPL) invites interested parties to listen to the live Internet Webcast at 8:30 a.m. EST that day.

(Photo: <http://www.newscom.com/cgi-bin/prnh/19981015/PHTH025>)

William F. Hecht, PPL chairman, president and chief executive officer, will address PPL's financial performance and corporate strategy and will provide a general business outlook. The presentation will be in audio format, and slides will be accessible.

Interested parties may access the presentation through PPL's main Internet Web site: <http://www.pplweb.com/>. For those who cannot listen to the live Webcast, a replay will be accessible two hours after the live presentation in the same manner via PPL's main Internet Web site.

The PPL Webcast requires RealPlayer and at least a 14.4 kbps connection to the Internet. RealPlayer basic software is downloadable free from <http://www.real.com/products/player/index.html>, or it can be downloaded from PPL's Web site.

PPL Corporation, headquartered in Allentown, Pa., generates electricity at power plants in Pennsylvania, Maine and Montana; markets wholesale or retail energy in 42 U.S. states and Canada; and delivers energy to nearly 6 million customers in Pennsylvania, the United Kingdom and Latin America.

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