

# PPL Electric Utilities Again Ranks Highest in J.D. Power and Associates Customer Satisfaction Study

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ALLENTOWN, Pa.

PPL Electric Utilities has been ranked highest for customer satisfaction in studies by J.D. Power and Associates at least one time in each of the six years that the well-known consumer research firm has conducted surveys on electric utility service.

In the 2004 study of business customers, released in March, none of the 15 utilities in the East that were included in the study ranked higher than PPL Electric Utilities for overall satisfaction.

"The consistently high marks we have received for overall satisfaction is a tribute to our employees, whose skill and dedication enables us to provide reliable service at affordable rates," said John F. Sipics, president of PPL Electric Utilities.

"Customer confidence is something we have to earn every day. That's why we continually look for ways we can improve in areas that matter most to our customers - reliability, knowledgeable and prompt customer service, fair billing, reasonable prices and effective communications," he added.

PPL Electric Utilities shared the highest ranking in the East for overall satisfaction among businesses with cross-state utility Duquesne Light of Pittsburgh, and ranked highest in the East in the key attributes of price performance and customer service.

The J.D. Power and Associates study results were based on more than 10,700 interviews completed between November and January with businesses served by 55 electric utilities across the country. The businesses have average monthly electric bills ranging from \$500 to \$50,000.

Since 1999, J.D. Power and Associates has produced 10 studies of customer satisfaction with electric utility service. In eight of those 10 studies, PPL Electric Utilities has ranked highest in the East for overall satisfaction:

Year	Award Received
1999	Highest Residential
2000	Highest Business
2001	Highest Residential, Highest Business
2002	Highest Residential
2003	Highest Residential, Highest Business
2004	Highest Business (tie)

The 2004 residential customer satisfaction study results will be released later in the year.

PPL Electric Utilities uses the results of independent research firms such as J.D. Power and Associates, and conducts its own customer research to help stay in touch with what customers need, want and expect from their electric company.

J.D. Power and Associates of Westlake Village, Calif. is a global marketing information services firm operating in key business sectors including market research, forecasting, consulting, training and customer satisfaction.

PPL Electric Utilities is a subsidiary of PPL Corporation (NYSE: PPL) of Allentown, Pa. PPL Corporation controls about 11,500 megawatts of generating capacity in the United States, sells energy in key U.S. markets and delivers electricity to nearly 5 million homes and businesses in Pennsylvania, the United Kingdom and Latin America.

SOURCE: PPL Electric Utilities

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