

PPL EnergyPlus executive to discuss electric choice on local radio program

Gene Alessandrini of [PPL EnergyPlus](#), a competitive electricity supplier serving businesses in southeastern Pennsylvania, will be the guest on the Tuesday (11/16) radio broadcast of "This Week in Business," with Host Cynthia Ericson on West Chester's WCHE-1520 AM radio station.

The weekly show airs from 3-4 p.m. with a focus on what drives Chester County business owners and the challenges they face planning for the future. Ericson, a graduate of Widener University with a bachelor's degree in political science, is a lifelong resident of Chester County with 25 years of experience in financial services in both banking and insurance and serves as president-elect of the Greater West Chester Sunrise Rotary Group. Ericson is the owner of Ericson Strategic Marketing Solutions, www.ericsonsms.com.

"I'm looking forward to hearing Gene's perspective on how businesses in Chester County can save money by shopping for electricity supply," Ericson said. "I encourage business owners to tune in Tuesday to hear about this important topic from an industry expert, especially as rate caps in our area will soon expire and opportunities expand."

Alessandrini, PPL EnergyPlus' senior vice president of Marketing, will talk about the competitive electricity market, the new supply choices available to customers, how electric choice works, and what consumers and businesses should consider when shopping for electricity supply. He holds a master's degree in business administration from the University of Delaware and bachelor's degree in electrical engineering from Villanova University.

Alessandrini is responsible for the wholesale and retail marketing activities of PPL EnergyPlus, the energy marketing and trading subsidiary of Allentown-based PPL Corporation.

PPL EnergyPlus is a competitive supplier of electricity and natural gas to large commercial and industrial customers across Pennsylvania. It also offers demand-response options, energy-efficiency services and renewable energy products customized to the needs of individual customers. More information is available at www.pplenergyplus.com.

PPL EnergyPlus LLC is an unregulated subsidiary of PPL Corporation. PPL EnergyPlus is not the same company as PPL Electric Utilities. The prices of PPL EnergyPlus are not regulated by the Pennsylvania Public Utility Commission. You do not have to buy PPL EnergyPlus electricity or other products in order to receive the same quality regulated services from PPL Electric Utilities.

For further information: contact Bryan Hay, 610-774-5997 or brhay@pplweb.com

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