

# **PPL Electric Utilities launches Custom Incentive Program for commercial, industrial and institutional customers**

*Thinking outside the energy efficiency box could pay for larger electric users*

PPL Electric Utilities commercial, industrial and institutional customers who implement energy-saving measures could make those improvements pay off by participating in the company's Custom Incentive Program.

"Companies or institutional facilities whose energy efficiency projects don't qualify for rebates under our Energy Efficiency Rebate Program could still qualify for financial incentives for being energy-efficient through our Custom Incentive Program," said Thomas C. Stathos, director of Customer Programs and Services for PPL Electric Utilities.

"We encourage these valued customers to get more information on custom incentives to see if they can benefit," he said.

For more information, visit the new and expanded E-power Web site at [www.pplelectric.com/e-power](http://www.pplelectric.com/e-power).

The Custom Incentive Program can offer funding for operational and process improvement projects that result in cost-effective energy efficiency savings. It is open to qualified customers, regardless of whether they seek an alternative supplier for their electricity generation.

Program incentives can reimburse customers for up to 100 percent of the cost of a technical study to assess the savings potential of a custom energy efficiency project, subject to a maximum reimbursement of \$100,000.

PPL is offering additional, performance-based incentives of up to 10 cents per kilowatt-hour saved during the first year after project implementation, subject to a maximum performance incentives payment of \$500,000 per site and \$2 million per parent company per year. An additional bonus could come if the project reduces use during peak demand summer hours.

Separately, the Energy Efficiency Rebate Program offers rebates on a wide variety of items, including premium efficiency motors, occupancy sensors and wall insulation.

Both Custom Incentive and Energy Efficiency Rebate programs are part of the comprehensive suite of E-power programs designed to provide customers with tools, information and incentives to use energy more efficiently, help them save money and reduce their carbon footprint.

"PPL Electric Utilities has a long history of working with its customers to help them get the most for their energy dollar. We're excited to continue that legacy with programs like these," Stathos said.

PPL Electric Utilities, a subsidiary of PPL Corporation (NYSE: PPL), provides electric delivery service to 1.4 million customers in 29 counties of eastern and central Pennsylvania and has consistently ranked among the best companies for customer service in the United States. More information is available at [www.pplelectric.com](http://www.pplelectric.com).

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