

# PPL Electric Utilities Ranks Highest in J.D. Power and Associates Study of Business Customer Satisfaction for Ninth Time in 12 Years

ALLENTOWN, Pa., Feb. 24, 2011 /PRNewswire/ -- Business customers gave PPL Electric Utilities high marks in the 2011 Electric Utility Business Customer Satisfaction Study released by J.D. Power and Associates. For the ninth time in 12 years, the utility ranked highest in customer satisfaction among large utilities in the eastern United States.

The award is the company's 17th overall – more than any other utility in the country – since J.D. Power and Associates began studying customer satisfaction among electric utility customers. PPL Electric Utilities has earned the top honor for business customer satisfaction in the eastern region of the U.S. nine times in the last 12 years.

"Our customers faced a challenging year in 2010 adjusting to a competitive market and rising electric generation rates. This award recognizes our commitment to providing value to our customers and always striving for exceptional service," said David G. DeCampli, president of PPL Electric Utilities.

"By providing our customers with the tools and resources they needed to save energy and money, helping them evaluate their options and educating them about the number of choices in the competitive electricity supplier market, we were able to maintain high customer satisfaction levels," DeCampli said.

The J.D. Power and Associates study ranks companies on a 1,000-point scale, measuring power quality and reliability; billing and payment; corporate citizenship; price/value; communications; and customer service.

"There is a responsibility that comes with providing an essential public service such as electricity. We believe that an organization-wide customer focus is crucial for an electric utility. This study always provides us with insights on how we can continually improve the service we provide," DeCampli said.

J.D. Power and Associates interviewed more than 17,000 businesses for the study, representing more than 90 utility brands across the U.S. The J.D. Power results can be viewed at <http://businesscenter.jdpower.com/news/pressrelease.aspx?ID=2011014>

PPL Electric Utilities Corporation is a subsidiary of PPL Corporation and provides electricity delivery services to about 1.4 million customers in 29 Pennsylvania counties. More information is available at [www.pplelectric.com](http://www.pplelectric.com).

PPL Corporation (NYSE: PPL), headquartered in Allentown, Pa., owns or controls about 19,000 megawatts of generating capacity in the United States, sells energy in key U.S. markets, and delivers electricity and natural gas to about 5.2 million customers in the United States and the United Kingdom. More information is available at [www.pplweb.com](http://www.pplweb.com).

## About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company operating in key business sectors including market research, forecasting, performance improvement, Web intelligence and customer satisfaction. The company's quality and satisfaction measurements are based on responses from millions of consumers annually. For more information visit [JDPower.com](http://JDPower.com). J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

SOURCE PPL Electric Utilities

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