

Big Discounts for Small Business

E-power® Direct Discount Offers Price Cuts Up to 75 percent for Lighting, Refrigeration Upgrades

PPL Electric Utilities

PPL Electric Utilities' small-business customers can now take advantage of a new energy efficiency incentive that could save them up to 75 percent off the cost of energy-efficient lighting or commercial refrigeration projects.

The E-power® Direct Discount service, launched Tuesday (10/18) at the Greater Scranton Chamber of Commerce headquarters on Mulberry Street, is for GS1 or GS3 rate customers who use less than 400,000 kilowatt-hours a year in electricity.

Energy savings can quickly pay back the cost of the upgrades, and participating businesses don't have to worry about any paperwork.

Other program rules also apply. Check www.pplelectric.com/directdiscount for details.

"Small business is an important factor in the economic vitality of the communities we serve," said Tom Stathos, director of Customer Programs and Services for PPL Electric Utilities. "This new initiative will give these businesses a boost in saving energy and saving money. Savings come up-front by covering much of the installation costs for the improvements, as well as over the long term in energy savings. In today's challenging economy, it can make a difference."

Qualifying businesses can participate regardless of whether they shop for their electricity supply.

The Direct Discount service is now open to all qualifying businesses in the PPL Electric Utilities service territory. However, from Oct. 18 to Nov. 11, representatives of PPL Electric Utilities' E-power program and participating contractors will be knocking on the doors of small businesses in Scranton to introduce the new service.

Additionally, Scranton businesses that schedule a Direct Discount assessment during this time period will get up to five free compact fluorescent light bulbs installed in their location.

While there is no cap on the discount amount a business can receive, program funding is limited and available on a first-come, first-served basis. Scranton has more than 3,000 potentially eligible small-business customers.

"The Direct Discount program really complements some of the existing programs in Scranton that are geared toward helping small businesses thrive," said Greater Scranton Chamber President Austin J. Burke. "This has a dual benefit of promoting energy efficiency and economic development. I would encourage our small-business owners to look into it."

Burke said small businesses and other PPL Electric Utilities customers who qualify for Direct Discount also should be aware of loans available through MetroAction that can be used to cover even more of the cost of energy efficiency improvements. MetroAction is a federally certified and state accredited Community Development Financial Institution, and is an authorized lender for the U.S. Small Business Administration Microloan Program and the U.S. Department of Agriculture's Rural Development Program.

The Direct Discount service is offered through participating contractors, who can be found by visiting www.pplelectric.com/findtradeallies. For more information, call the E-power Solutions team at 1-866-432-5501.

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

** Actual discount, monetary savings and payback periods will vary depending on several factors including equipment installed, energy saved, customer operation and age of existing equipment. Offer subject to change without notice and limited to PPL Electric Utilities small-business customers. Complete eligibility requirements are available at www.pplelectric.com/directdiscount.*

*** Direct Discount contractors are not certified by, endorsed by or affiliated with PPL Electric Utilities or its affiliates (collectively, "PPL"). PPL does not warrant the services of these contractors and in no event is PPL liable for these contractors' services. No contractual obligations of any kind are created between PPL and you as part of this program.*

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