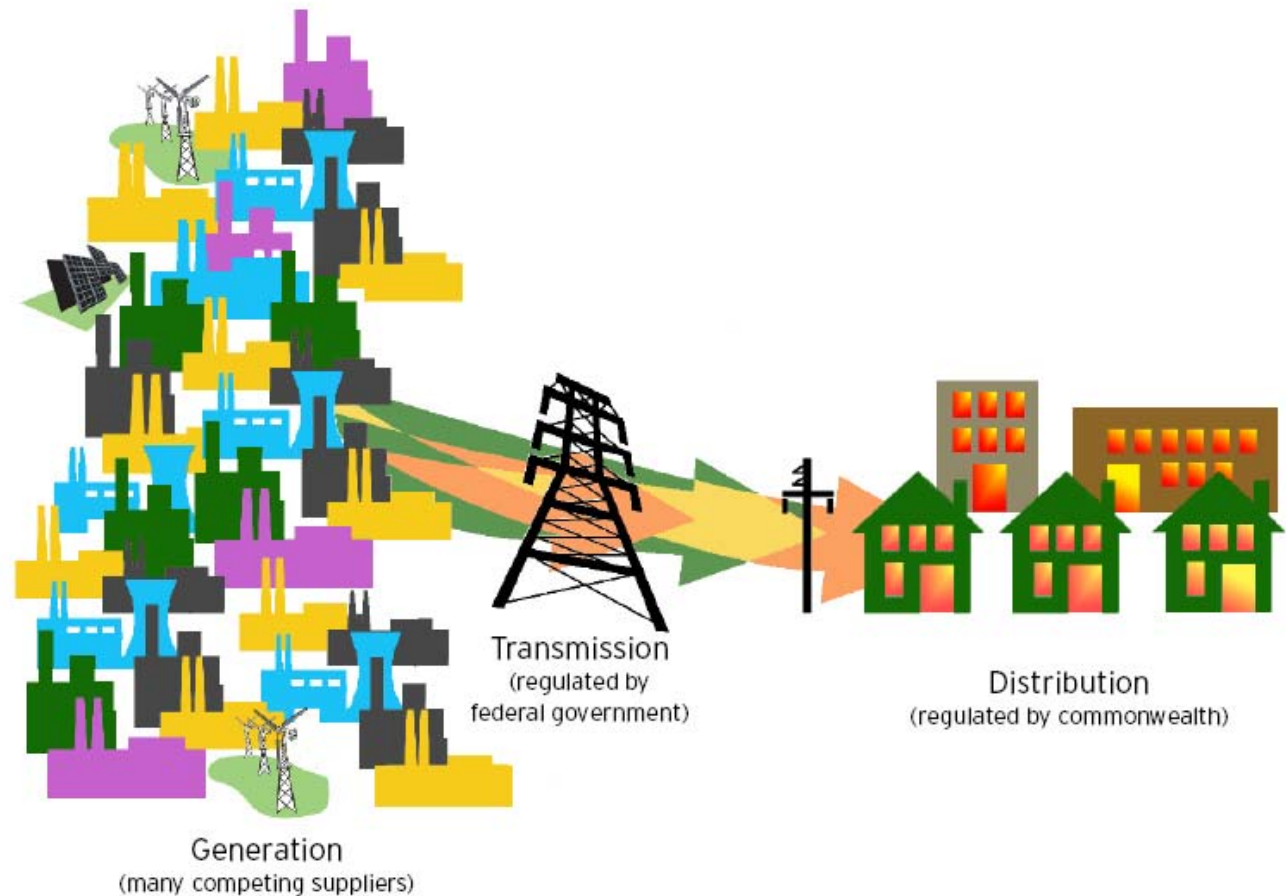




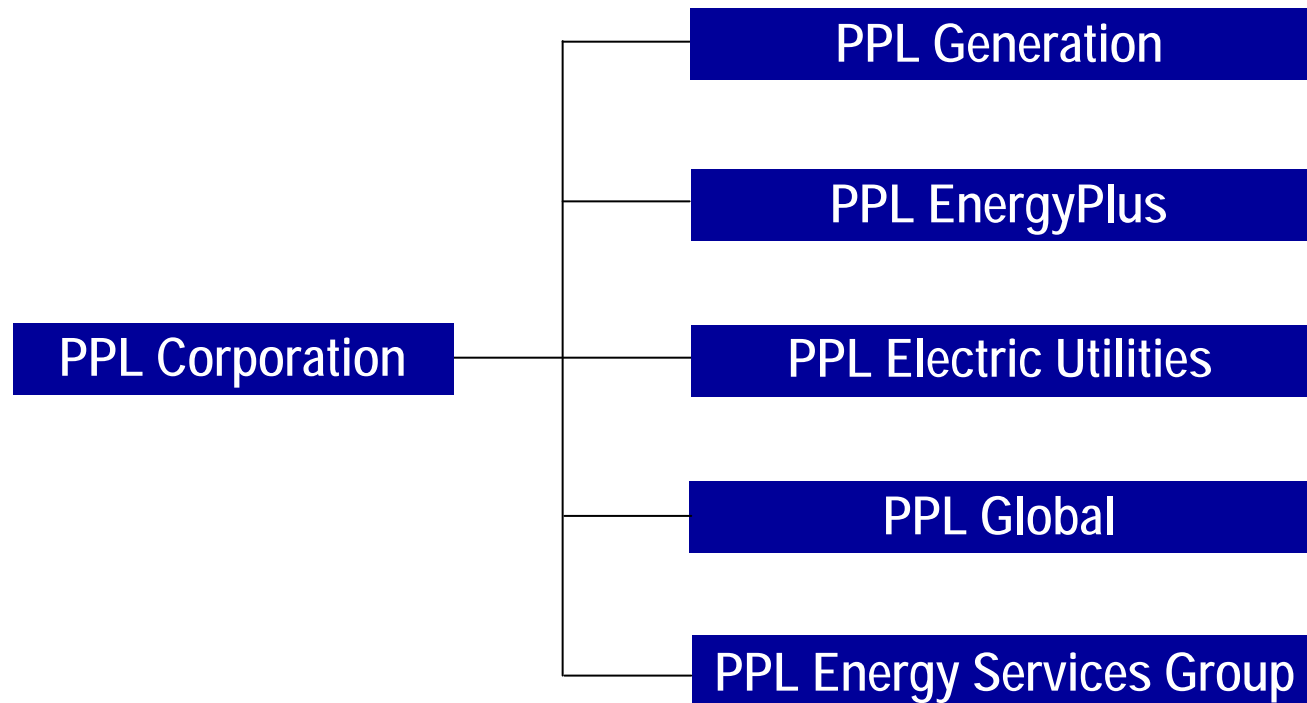
# Making the Move to Electric Competition

**What's Happening with Energy Prices;  
How Customers Can Prepare for Changes  
And Benefit from Choices**

# Electric competition



# How PPL looks today

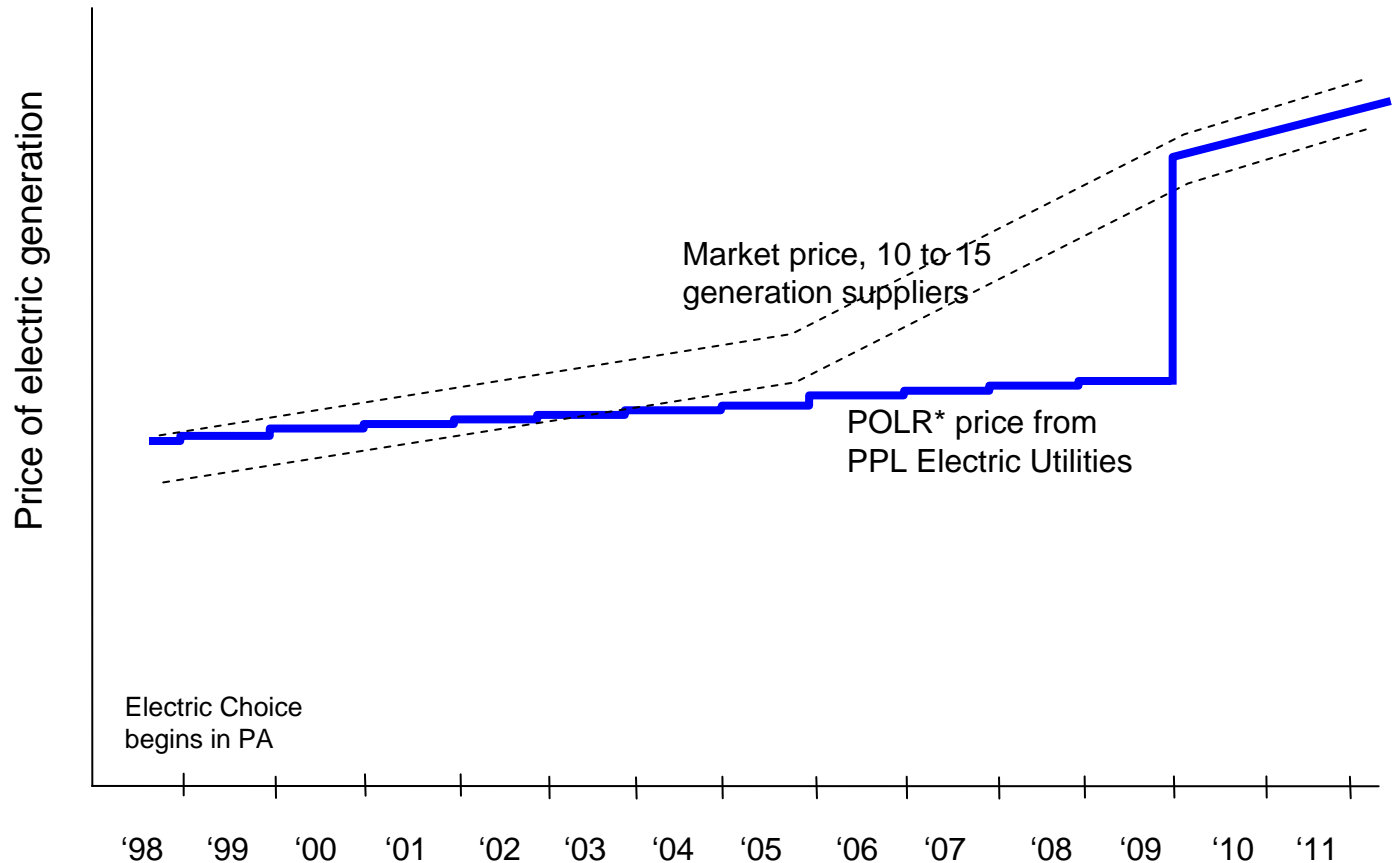


# What's happening with electricity prices?



- Costs have increased substantially since 1999
  - Fuel costs are much higher
  - Cost of materials and equipment has risen
  - Environmental regulations
  - Electricity use continues to grow
- Generation rate caps have shielded customers for more than a decade
  - Caps already have ended for some utilities
  - Caps will end after 2009 for PPL Electric Utilities
- PPL Electric Utilities is preparing customers now for the changes to come

# Buying Electric Energy for Your Business



\* POLR = Provider Of Last Resort – energy purchased by the distribution company for customers who don't choose a generation supplier.



# Where is the competition?

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- Prices of electricity have been increasing all across the country
- Rate caps have slowed the expansion of consumer choice and innovation in much of Pennsylvania
- Alternative suppliers unable to compete with capped utility rates
- Rate caps already have ended in parts of Pennsylvania; competition is growing

# Electric competition in western Pennsylvania



Percentage of Customers Served by Alternative Electricity Suppliers				
	Residential	Commercial	Industrial	Total
Duquesne Light	22.3%	17.2%	47.1%	21.8%
Penn Power	9.6%	11.5%	63.4%	9.9%

Source: Pennsylvania Office of Consumer Advocate, Electric Shopping Statistics, April 1, 2008

# Helping customers prepare



- Advanced meters for all customers
- Purchasing electricity for 2010 ahead of time and in stages
- E-power campaign
- Options to give consumers greater control over their electric bills
- Information and assistance to help consumers shop for electricity supply
- Assistance programs for customers with financial hardships



# Energy Analyzer



Residential | Commercial and Industrial | Home | myPPL | Contact Us | Log Out  
Business Partners | Community Services

Quick Links

Residential Customers

John Smith  
Account # 0000000000

(Update Profile) Service details at:  
4938 ANCINETTA DR, SCHNECKSVILLE, PA 19078

My Bill | My Home | Find Ways to Save | Improve My Home | Learn About Energy

Bill History | Bill Analyzer | Account Activity | Make a Payment

### Bill Center

Welcome John Smith! Today is Thursday, June 21, 2007.

#### Account Summary

Account status as of 6/21/2007

Last Payment	
Received 6/8/2007 - Thank you!	\$140.02
<b>Account balance</b>	<b>\$127.31</b>

[Pay Now](#)

#### Bill Summary ending 6/15/2007

Previous balance	\$0.00
Total current charges	\$127.31
<b>Amount Due 7/6/2007</b>	<b>\$127.31</b>

#### Bill Highlights

4938 ANCINETTA DR

- Your electric usage decreased for this bill.
- Your energy charges were \$ 12.71 lower for this bill.
- Other Electric service charges/credits were \$ 0.01 lower for this bill.

#### Bill Analysis

Still have questions about this bill? Find out more about why your bill has changed.

#### How does my usage compare?

4938 ANCINETTA DR

Usage Comparison  
Electric Use (kWh)

June, 2006	1,510
June, 2007	1,378

#### How does my home use energy?

4938 ANCINETTA DR

Electricity Costs 5/17/2007 to 6/15/2007

Cooling	\$40
Hot Water	\$37
Other	\$14
Cooking	\$13
Food Storage	\$13
Lighting	\$11

#### Control my costs!

Cooling is your highest energy expense. Click [Find ways to save](#) to get specific recommendations for reducing your energy costs.

#### How does my home compare?

4938 ANCINETTA DR

Electricity Costs 5/17/2007 to 6/15/2007

Avg. Home	\$165
My Home	\$127

Congratulations! Your home used less energy than most of the similar homes in your area.

For tax credit information and more energy saving ideas, check out this website [www.energystar.gov](http://www.energystar.gov), sponsored by the US Environmental Protection Agency and the US Department of Energy.

#### When does my home use energy?

4938 ANCINETTA DR

Total Daily Energy And Average

Day	kWh
Sun	15
Mon	15
Tue	15
Wed	15
Thu	15
Fri	15
Sat	15

Meter: Electric - 86309178

View graphs of my energy usage.

- Access to daily electric use
- Electric use breakdown
- Personalized energy-saving tips
- Comparisons of electric use and bills

## My Energy Usage

Check out your metered data and load analysis tips below. To change Meter, Graph, or Date, make your selection and click "View Graph" to see the results.

**Meter:**  1000 SO 2ND STREET

**Graph:**  **Date:**

[View/Update graph](#)

Hour-by-Hour Power

The graph displays a line chart of power usage in kW over time. The x-axis represents dates from 4/06 to 4/12. The y-axis represents power in kW, ranging from 0 to 3,750 with major grid lines every 750 units. The data shows a consistent daily pattern with peaks occurring during the day and troughs during the night. The peaks reach approximately 3,000 kW, while the troughs drop to about 1,500 kW.

Choose a period:  Week  Day [Export Data](#)

This chart is designed to help you understand your electricity use and when it occurs. Our automated metering system allows us to get your usage information electronically. We are presenting this interval usage chart to it help you understand and manage your energy use.

Use this chart to identify key hours of energy usage. Look for trends or anomalies in hour-by-hour usage. Compare the usage to your business operations.

If your meter collects 15 minute interval data, the graph displays the total of 4 fifteen minute intervals. Select the Export File link to view the kwh for each 15 minute interval. To convert a 15 minute kwh value to kw (demand), multiply it by 4.



# What customers can do

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- Offset higher prices by using energy wisely
- Make informed decisions about options that give you greater control over your bills
  - Phase-in option for gradual adjustment
  - Time-of-use options in development
- Shop for electricity supply
  - Get ready early
  - Make your best deal
  - PPL Electric Utilities will help customers prepare and shop
  - Utility Choice Web site:  
[www.puc.state.pa.us/utilitychoice](http://www.puc.state.pa.us/utilitychoice)