

2

Susan Gouveia

From: Lashway, Lisa
Sent: Tuesday, June 04, 2013 5:01 AM
To: Canning, Sean; Susan Gouveia
Subject: FW: JCP&L Announces Launch of New Outage Information on Website

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From: gricciardi@firstenergycorp.com [mailto:gricciardi@firstenergycorp.com]
Sent: Monday, June 03, 2013 5:03 PM
To: Lashway, Lisa
Subject: JCP&L Announces Launch of New Outage Information on Website

JCP&L Expands Suite of Industry-Leading Customer Communication Tools with Launch of New Outage Information on Website

Introduces new MyTown municipal web pages, outage map enhancements, and personalized outage information

Morristown, N.J. – With the launch of the new MyTown feature, Jersey Central Power & Light (JCP&L) now provides the state’s most comprehensive municipal web pages for outage and infrastructure information. In addition, the company has made other website enhancements that provide more detailed local information about power outages, including estimated restoration times.

“The MyTown web pages join our portfolio of industry-leading communication tools – all introduced in the wake of Hurricane Sandy – that are designed to help JCP&L customers access the important information they need during a power outage,” said James Fakult, president of JCP&L.

By clicking the “MyTown” link on the JCP&L 24/7 Power Center outage maps page, customers, local officials and media can view a summary of current outages affecting

their town, as well as a snapshot of each community's electric infrastructure. The MyTown pages can also be accessed at www.firstenergycorp.com/mytown. Information on the MyTown pages is updated approximately every 15 minutes.

The company has also enhanced its 24/7 Power Center outage maps, available on computers and mobile devices at www.firstenergycorp.com/outages. Customers may now view individual outages, with best-available estimated restoration times, as well as the cause of the service disruption when available. Customers can also toggle to the conventional shaded map to see an overview of any power outages across the service territory.

Finally, JCP&L has provided a new, web-based option for customers to receive a status update of a reported outage. When customers log in to their accounts on JCP&L's website, they can now view the estimated restoration time and the cause of a reported outage, or learn of other outage activity in their area.

In addition to these web-based tools, the company launched several new services for customers earlier this year:

- **Email and Text Message Alerts:** Customers can now subscribe to receive alert notifications via email or text message on topics including restoration updates, severe weather warnings, notifications of planned power outages, or billing information. Customers can log in to www.jcp-l.com to update their alert preferences.
- **Text messaging:** Customers can send a text message to 544487 (LIGHTS) to report a power outage, request an update on restoration efforts, and make other inquiries about their electric accounts. To get started with this service, text "REG" to 544487.
- **Smartphone apps and mobile website:** JCP&L offers free smartphone apps for Apple® iPhone® and Android™ devices. In addition, the company's industry-leading mobile website is available by visiting www.jcp-l.com from a smartphone. The apps and mobile site make it easy for customers to report outages and manage their accounts while they are on the go.

More information on all of the company's technology tools can be found online at www.firstenergycorp.com/connect.

JCP&L has also updated its website to emphasize information on storm preparation, safety, and the company's restoration process. In the event of a significant storm, the company will continue to provide a dedicated storm information page with specific information about the event. In addition, customers can follow JCP&L on Twitter @JCP_L and on Facebook at www.facebook.com/JCPandL. JCP&L recently added customer service and storm support personnel to its social media team.

JCP&L serves 1.1 million New Jersey customers in the counties of Burlington,

Essex, Hunterdon, Mercer, Middlesex, Monmouth, Morris, Ocean, Passaic, Somerset, Sussex, Union and Warren. Follow JCP&L on Twitter @JCP_L, on Facebook at www.facebook.com/JCPandL, or online at www.jcp-l.com.

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4

balance sheet, including but not limited to, proposed capital raising and debt reduction initiatives, the proposed West Virginia asset transfer and potential sale of non-core hydro assets, our ability to improve electric commodity margins and the impact of, among other factors, the increased cost of fuel and fuel transportation on such margins, the ability to experience growth in the Regulated Distribution segment and to continue to successfully implement our direct retail sales strategy in the Competitive Energy Services segment, changing market conditions that could affect the measurement of liabilities and the value of assets held in our NDTs, pension trusts and other trust funds, and cause us and our subsidiaries to make additional contributions sooner, or in amounts that are larger than currently anticipated, the impact of changes to material accounting policies, the ability to access the public securities and other capital and credit markets in accordance with our announced financial plan, the cost of such capital and overall condition of the capital and credit markets affecting us and our subsidiaries, actions that may be taken by credit rating agencies that could negatively affect us and our subsidiaries' access to financing, increase the costs thereof, and increase requirements to post additional collateral to support outstanding commodity positions, LOCs and other financial guarantees, changes in national and regional economic conditions affecting us, our subsidiaries and our major industrial and commercial customers, and other counterparties including fuel suppliers, with which we do business, issues concerning the stability of domestic and foreign financial institutions and counterparties with which we do business, and the risks and other factors discussed from time to time in our SEC filings, and other similar factors. The foregoing review of factors should not be construed as exhaustive. New factors emerge from time to time, and it is not possible for management to predict all such factors, nor assess the impact of any such factor on FirstEnergy's business or the extent to which any factor, or combination of factors, may cause results to differ materially from those contained in any forward-looking statements. FirstEnergy

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