



PPL Electric Utilities

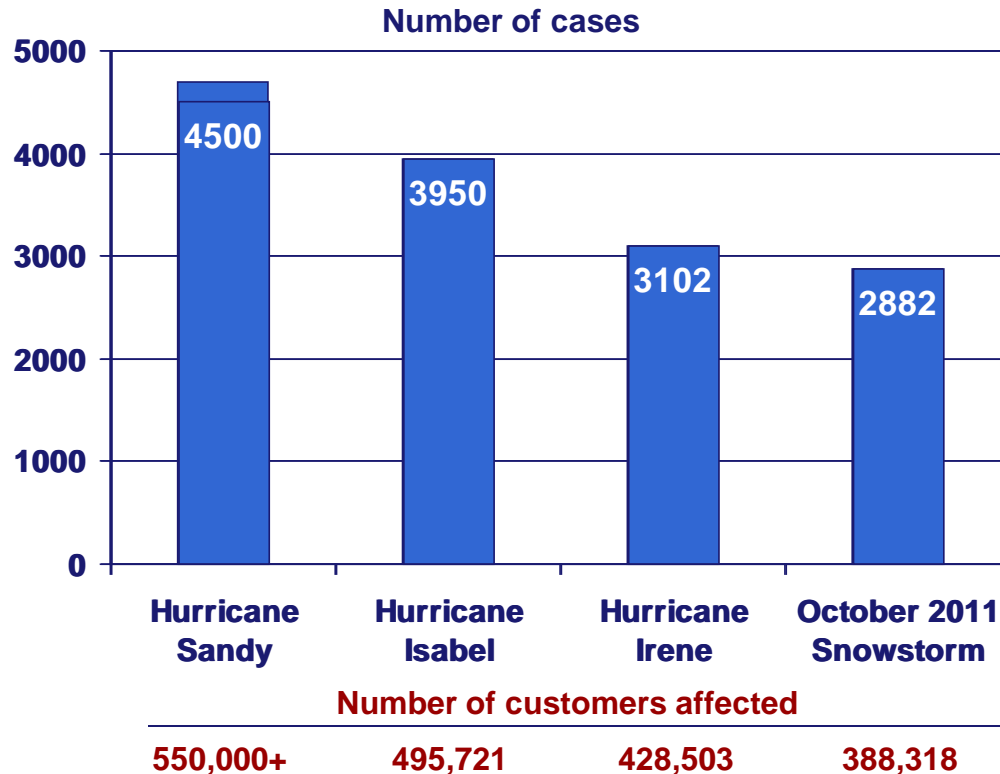
HURRICANE SANDY

Overview

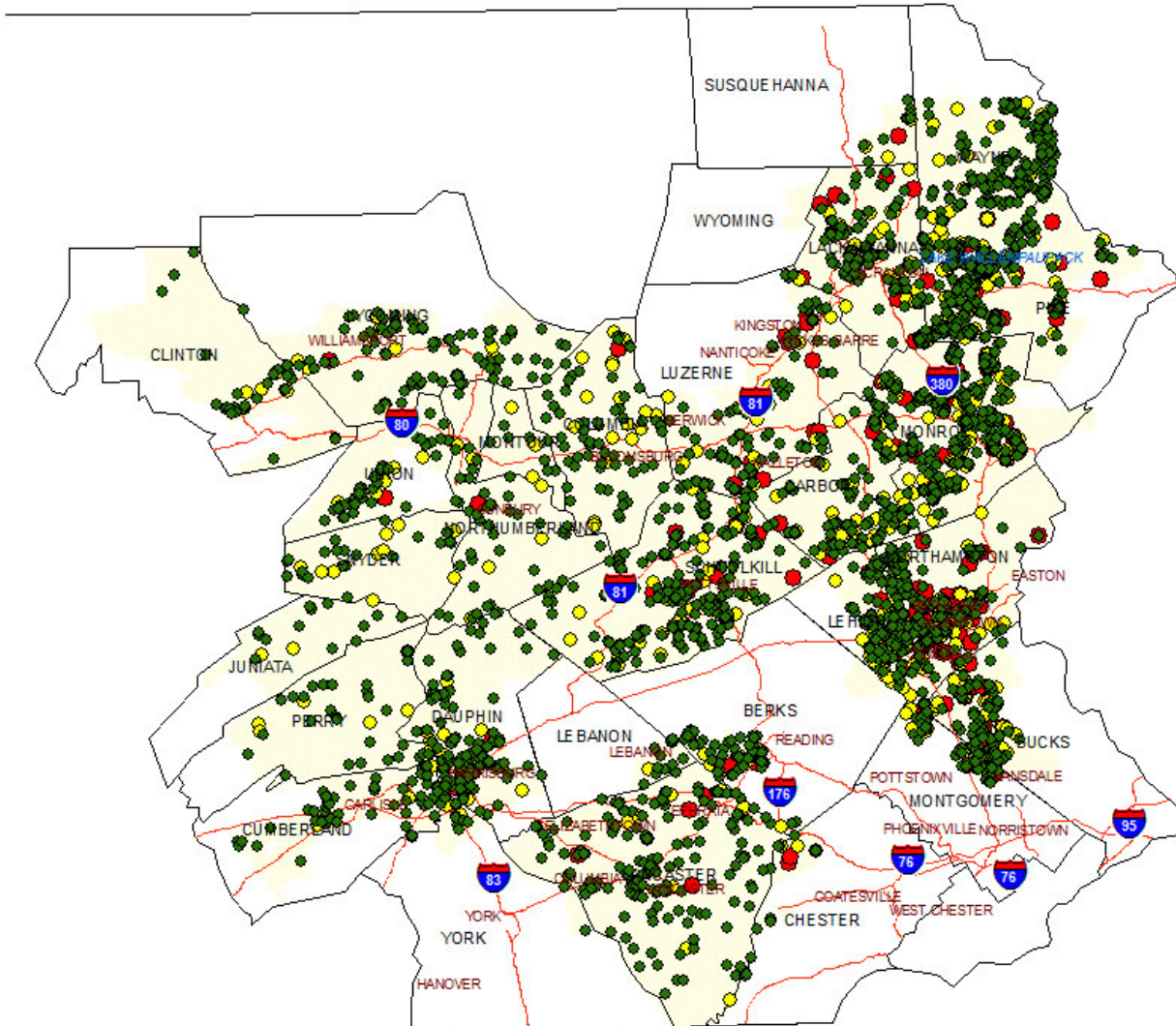
- Storm Impact
- Preparations and Lessons Learned from 2011
- Customer Contacts
- Staffing
- Customer Communications
- Social Media
- Our Commitment

Storm Impact

- System-wide outages, more than any other storm
- Effects on transmission and distribution system
- Devastating tree and line damage



Outage Map Near Storm's Peak



Lehigh County:
594 cases
110,327 customers

Northampton County:
405 cases
84,494 customers

BucksMont:
218 cases
42,149 customers

Northeast PA:
1,206 cases
117,000 customers









Preparations For a Super Storm

- Alerted emergency response organization
- Mobilized army of employees, contractors
- Secured crews from other states in advance of the storm
- Began to arrange housing, feeding and supplies
- Public advisories
 - News release issued Thurs., Oct. 25 (five days in advance), media outreach
 - E-Mail blast, Automated phone calls to customers on Sunday, Oct. 28, & Monday, Oct. 29



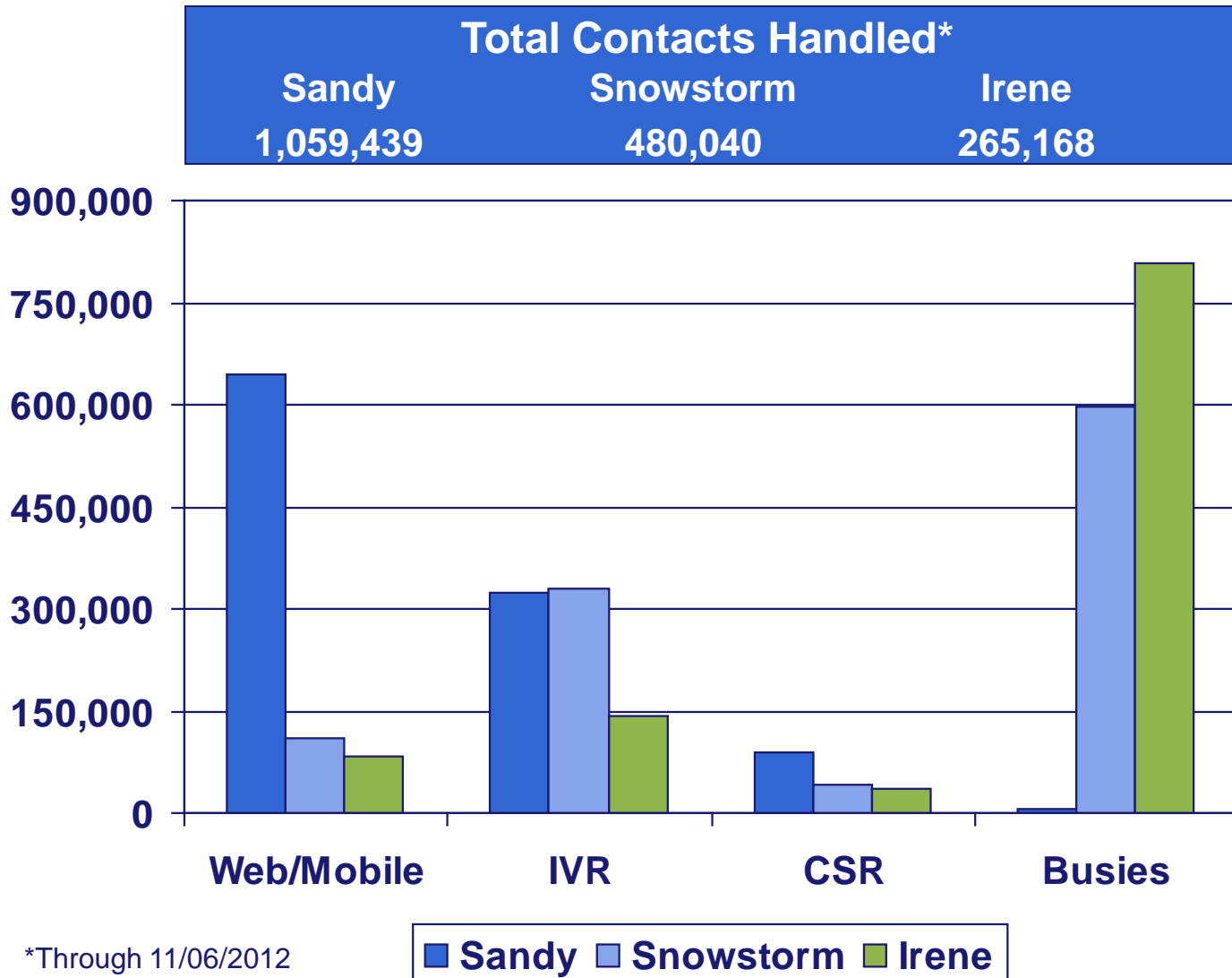
Lessons Learned From 2011

What We Did Differently

- Improved Customer Service performance
 - More CSRs
 - Increased phone lines into Customer Contact Center
 - Improved technology to handle exceptionally high call volume
 - Enhanced Outage Center on web with mobile reporting capability
 - Expanded use of social media
- Upgraded Outage Management System
- Increased emphasis on damage assessment
- Increased storm response support
- Best Practices research



Customer Contacts



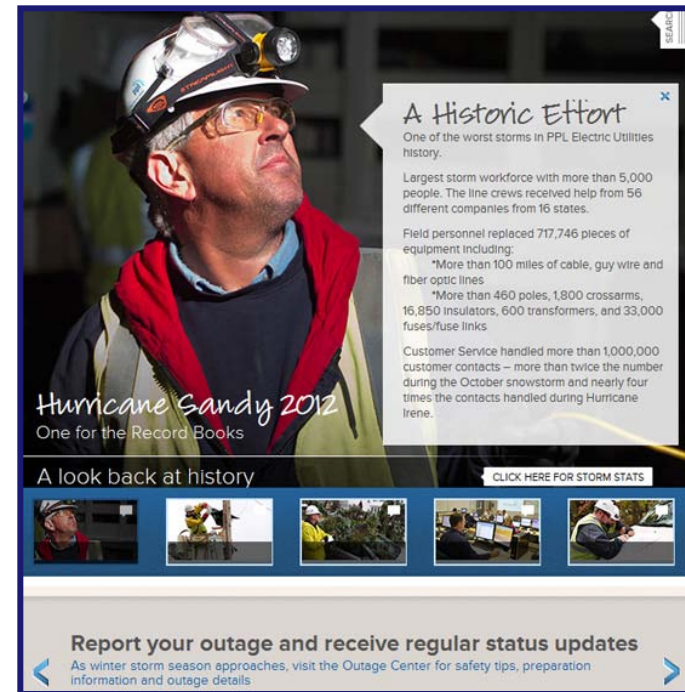
Total Staffing

PPL Electric Utilities	2,150
PPL Services	350
PPL Contractors of Choice	450
PPL affiliates/LGE-KU	400
Tree contractors	903
Other Mutual Assistance	720*
<hr/>	
Total Staffing	5,173

56 companies, 16 other states

Customer Communications

- E-mail blasts
- Automated telephone calls
- PPL Alerts via text message and mobile phones
- www.pplelectric.com
- Daily news releases and frequent media updates
- Social media dialogue
- Daily conference calls with public officials
- Newspaper and radio advertisements



The screenshot shows a website page with a background image of a utility worker wearing a hard hat and safety glasses. The main headline is "A Historic Effort" with a sub-headline "One of the worst storms in PPL Electric Utilities history." Below this, there is a paragraph: "Largest storm workforce with more than 5,000 people. The line crews received help from 56 different companies from 16 states." This is followed by another paragraph: "Field personnel replaced 717,746 pieces of equipment including:" and a list of items: "*More than 100 miles of cable, guy wire and fiber optic lines", "*More than 460 poles, 1,800 crossarms, 16,850 insulators, 600 transformers, and 33,000 fuses/fuse links". A final paragraph states: "Customer Service handled more than 1,000,000 customer contacts – more than twice the number during the October snowstorm and nearly four times the contacts handled during Hurricane Irene." Below the text is a section titled "Hurricane Sandy 2012 One for the Record Books" with a sub-headline "A look back at history" and a button "CLICK HERE FOR STORM STATS". At the bottom, there is a section titled "Report your outage and receive regular status updates" with a sub-headline "As winter storm season approaches, visit the Outage Center for safety tips, preparation information and outage details".

Social Media Outreach

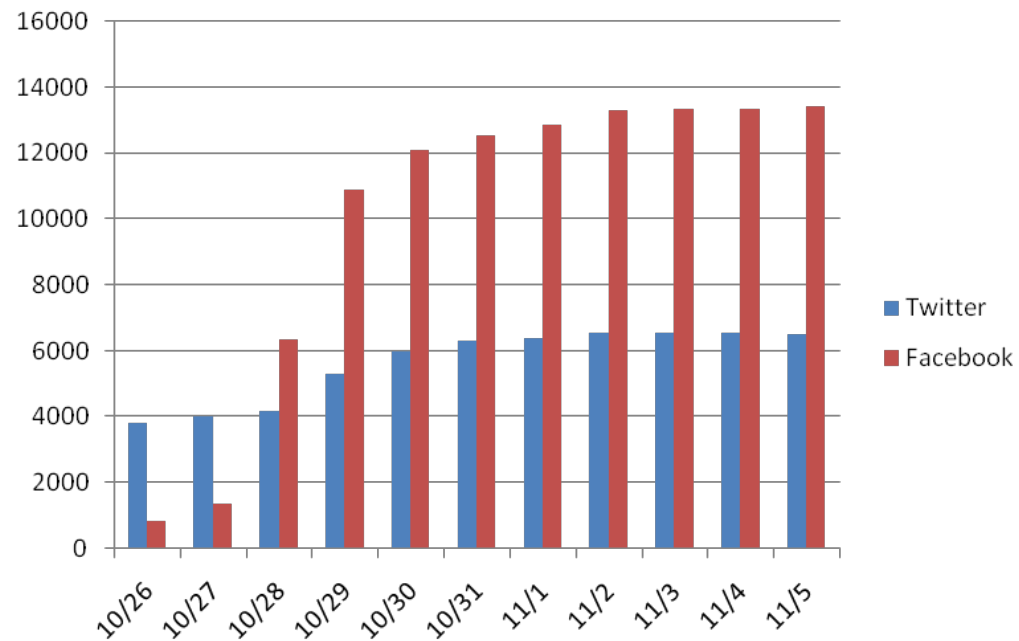
- While online chatter surfaced many issues, overall public sentiment was positive – by > 3:1
- Our posts were shared 66,000+ times

- Twitter

- Followers increased by 87%
- Total Impressions: 531,095

- Facebook

- Community grew by 13,000+ or 4,200%
- Daily Impressions peaked at 883,141



Thanks!

A note of appreciation
to our customers



It's been a tough week for many of us. Today's way of life depends on electricity - and Hurricane Sandy took that away from a lot of people. We know that was no small inconvenience.

I'd like to thank you for your patience and understanding as we all fought back from one of the most damaging storms we've ever seen.

The storm brought down trees, limbs, poles and wires throughout our service area - and especially in the Lehigh Valley, Bucks and Montgomery counties, and up into the Poconos.

Electrical repairs were time-consuming and difficult. We arranged for expanded emergency response and did our best to restore service as safely and quickly as we could.

And you understood. I can't thank you enough for the supportive messages we received this past week on the phone, through social media, and in the course of personal day-to-day business.

You saw the challenge facing us, and you wished our storm team the best in confronting it. That means a lot.

The support of local emergency management officials, police, fire and volunteers was also invaluable. They reached out to offer help and share information, and helped us do our job.

On behalf of our entire team, thank you for your understanding and encouragement. We always look for ways to serve you better, and every storm teaches us new lessons. You have my word that we will study our storm response and find ways to improve.

We're honored to serve you.

Greg Dudkin
President, PPL Electric Utilities



Thanks!

Praise from Pennsylvania
for Kentucky Utilities,
Louisville Gas and Electric

There's a proverb that says "In time of test, family is best."

The PPL Corp. family was at its best during Hurricane Sandy, which devastated parts of the PPL Electric Utilities service area in central and eastern Pennsylvania just before Halloween.

More than 440,000 customers were affected, damage was extensive and power for some was out for a week.

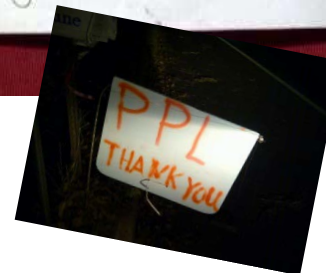
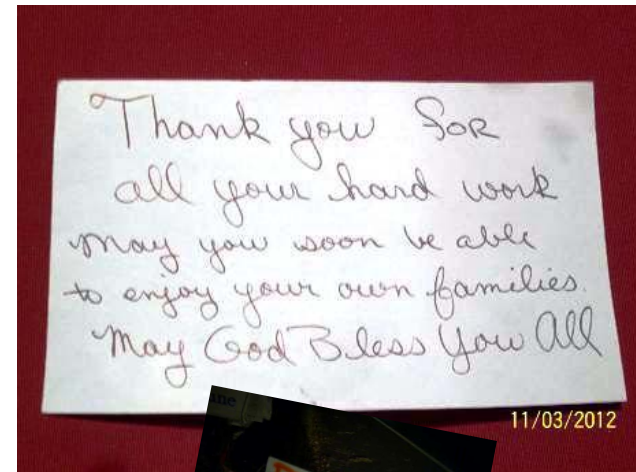
On the scene before the storm even hit were great crews from PPL Electric Utilities' sister companies - Kentucky Utilities and Louisville Gas and Electric. We called on them and they were there for us and our customers.

Our heartfelt thanks goes out to all the dedicated, professional KU and LG&E crews who were part of the army of workers who helped get the lights back on under some pretty tough conditions.

Spending so much time away from home, away from family and friends isn't easy.

We appreciate their efforts and thank them for their service.

The next time Mother Nature takes a swing at Kentucky, we'll be there if you need us. After all, we're family.



Our Commitment

- Self Critique
- Maintain coordination with utility industry
 - Mutual assistance vital during major storms
 - Common challenges: ERTs
- Foster ongoing coordination with PUC/PEMA, state and local agencies
- Municipal roundtables
- Customer Survey
- Investing in our Infrastructure

