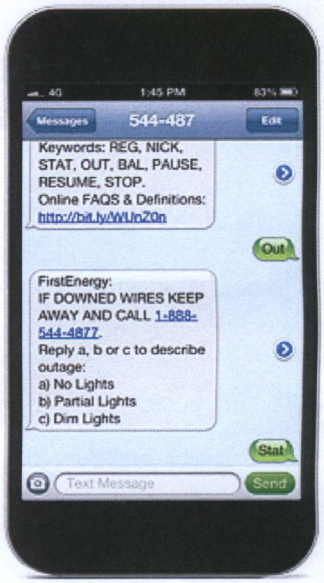
Jersey Central® Power & Light
A FirstEnergy Company

Introducing: Alerts and Text Messaging

Two new technologies to enhance billing and outage communications

JCP&L's new alert and text messaging technologies make it even easier for customers to access important information about their electric service. These new tools complement the recent introduction of the company's mobile website and smartphone apps.

Visit www.firstenergycorp.com/connect to register for alerts and text messaging, or to learn more.



Alerts offer important notifications related to outages or bills

Customers can sign up to receive automated emails or text messages on topics including:

- Restoration updates during extended power outages
- Notifications of scheduled power outages
- Severe weather alerts in advance of storms
- Billing reminders, including new bill available, payment due, payment posted, or no payment received
- Reminder of scheduled meter reading date

Text messaging gives customers more flexibility

Interactive text messaging makes it easy to report a power outage, request a status update on a reported outage, or make billing inquiries from a mobile phone. This customer-initiated tool lets you use an existing text message service on your mobile device, together with a series of short codes.

Text REG to 544487 (LIGHTS) to register your account. Text OUT to report an outage; get the status of your outage by texting STAT, or get your account balance by texting BAL. More commands and frequently asked questions are available online at www.firstenergycorp.com/connect.

Mobile Website and Smartphone App

Earlier this year, JCP&L launched a mobile website that is accessible by using a smartphone to visit www.jcp-l.com, as well as free smartphone apps for Apple® iPhone® and Android™ devices.

Customers can also view power outages on JCP&L's mobile-accessible 24/7 Power Center outage map, which was released in early 2012, or receive information, view photos and watch video on our social media accounts.

More information is available online at **www.firstenergycorp.com/connect**.

Alert and text message services are provided free of charge; however, mobile carriers may charge customers to send and receive text messages or utilize data services. Contact your carrier for more details about message and data rates.

Produced by FirstEnergy's Communications Department

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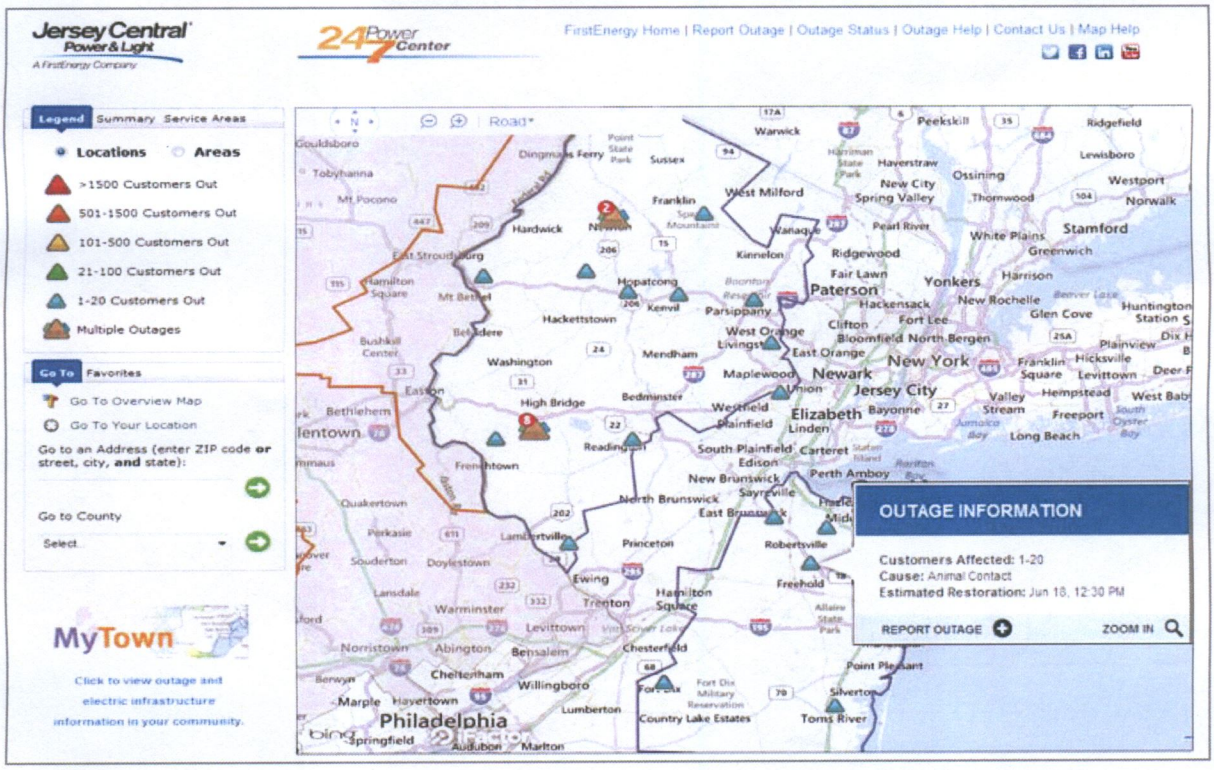
Introducing: Enhanced 24/7 Power Center and New MyTown Municipal Web Pages

New outage communication tools feature more local information for customers

Our enhanced 24/7 Power Center online outage map, available at *www.jcp-l.com*, now displays individual outages, with best-available estimated restoration times, as well as the cause of the service disruption.



In addition, the new MyTown link connects customers, local officials and media to dedicated web pages for each municipality served by JCP&L. The pages provide a summary of any current outages, a snapshot of each community's electric infrastructure, and links to other important information.

During major storm events or other emergencies, the outage maps feature a prominent alert with links to outage-related news, safety tips, and additional information such as water and ice distribution locations.

This web-based information complements JCP&L's new, industry-leading portfolio of communication tools that are designed to help customers access the important information they need during a power outage. The tools, which were all introduced in 2013, include alert notifications, text messaging, personal online outage information, a mobile website and a smartphone app.

For more information about JCP&L's new communication tools, visit www.firstenergycorp.com/connect

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