

\*24/7 Power Center and \*

\*MyTown Municipal Web Pages \*

/Outage communication tools feature local information for customers / Our \*24/7 Power Center \*online outage map, available at /\_www.jcp-l.com\_/ <<http://www.jcp-l.com>>, displays individual outage locations with best-available estimated restoration time, the possible cause of the service disruption and crew status.

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

In addition, \*MyTown\*, available at /\_www.jcp-l.com/mytown\_/ <<http://www.jcp-l.com/mytown>>, connects customers, local officials and media to dedicated web pages for each municipality served by JCP&L. The pages provide a summary of current outages, a snapshot of each community's electric infrastructure and links to other important information.

This web-based information complements JCP&L's industry-leading portfolio of communication tools that are designed to help customers access the important information they need during a power outage. Introduced in 2013, the tools include text and email alert notifications, interactive text messaging, personal outage information in customer online accounts, a mobile website and a smartphone app. Produced by FirstEnergy's Communications Department 0915

\*Communication Tools for Utility Customers \*

/Power in the palm of your hand /

Communication tools from Jersey Central Power & Light (JCP&L) provide customers with simple and convenient ways to get the most current information related to their electric service, using the channel they prefer.

\*Alerts offer important notifications related to power outages or bills \* Customers can sign up to receive automated emails or text messages to stay informed on topics including:

- Restoration updates in the event of an extended power outage
  
- Notifications of expected power interruptions for scheduled service reliability work
  
- Severe weather alerts in advance of storms
  
- Billing reminders, including new bill available, payment due, payment posted or no payment received
  
- Reminders of scheduled meter reading date

\*Get personalized account information with two-way text messaging \* Using a series of short codes, customers can send text messages to

544487 (LIGHTS) 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 utilizes the existing text message service on a mobile device.

Short codes and frequently asked questions are available at /\_www.firstenergycorp.com/connect\_/ <<http://www.firstenergycorp.com/connect>>.

\*Mobile website and smartphone app offer on-the-go access to account services \* With our mobile-optimized website and smartphone app, customers can easily manage their electric accounts on the go. Features include:

- Easy outage reporting and access to the mobile-optimized 24/7 Power Center outage maps
- Secure management of a customer's electric account
- A click-to-call feature to reach our contact center
- Access to our full website

Customers will automatically connect to the mobile website when using a smartphone to visit [/\\_www.jcp-l.com/](http://www.jcp-l.com) <<http://www.jcp-l.com>>. The smartphone app is available for Apple® iPhone® and Android™ devices.

Search for "FirstEnergy" or "JCP&L" in the app store.

\*24/7 Power Center provides the most current outage information \* Our 24/7 Power Center outage maps, available at [/\\_www.firstenergycorp.com/outages/](http://www.firstenergycorp.com/outages/) <<http://www.firstenergycorp.com/outages/>>, now display individual outage locations with best-available estimated restoration times, the possible cause of the service disruption and crew status.

In addition, customers can receive a status update on a reported outage by logging into their accounts on the full or mobile website.

Information about other outage activity in the customer's area also will be displayed.

\*Connect with JCP&L on social media \*

Produced by FirstEnergy's Communications Department Visit [\\*\\_www.firstenergycorp.com/connect\\_\\*](http://www.firstenergycorp.com/connect) <<http://www.firstenergycorp.com/connect>>\*\*for more information and to enroll in alerts or text messaging.