*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>. 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>, 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>* for more information and to enroll in alerts or text messaging.