

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, 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, 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.

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. 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, 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

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Visit www.firstenergycorp.com/connect for more information and to enroll in alerts or text messaging.