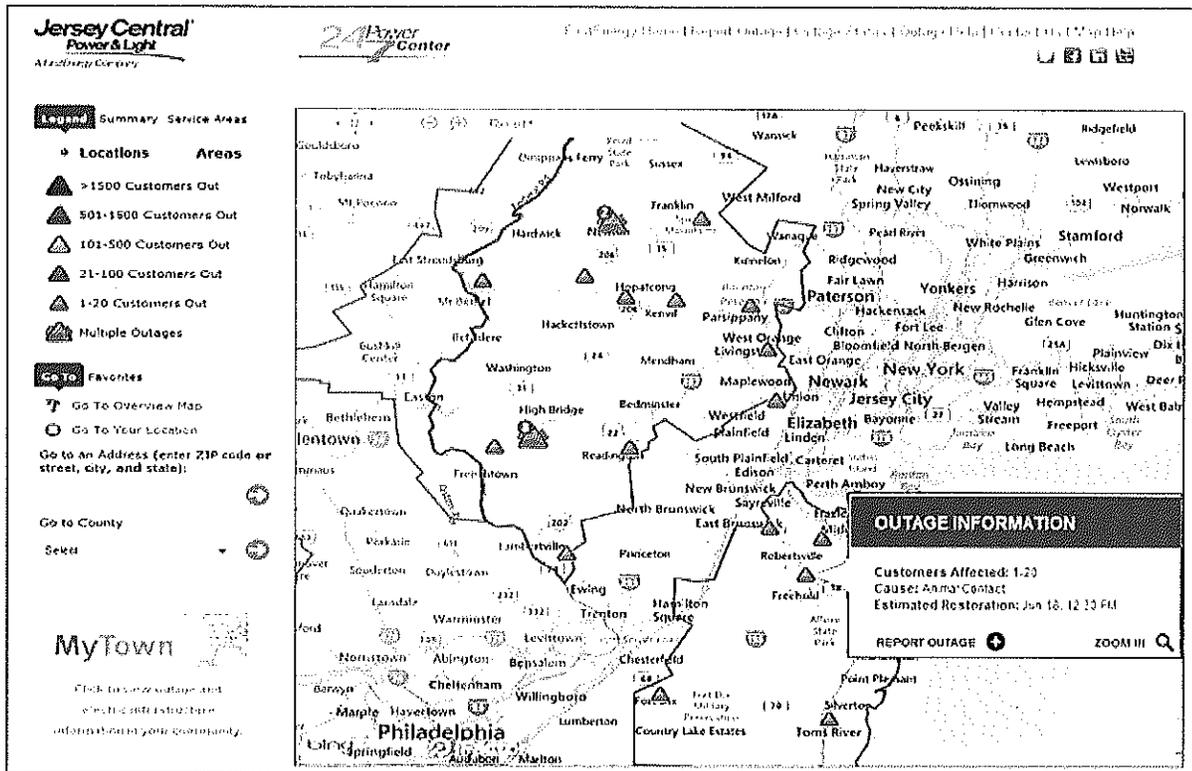


Introducing: Enhanced 24/7 Power Center and New MyTown Municipal Web Pages

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

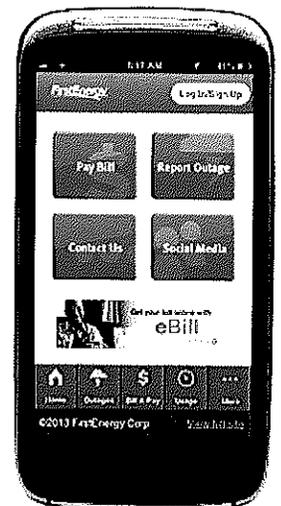
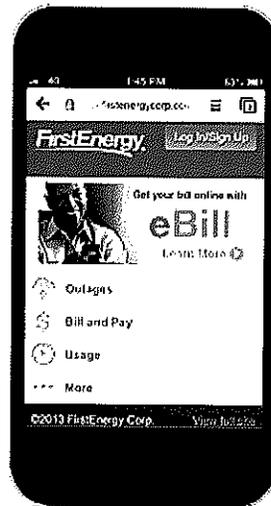
Introducing a New Mobile Website and App for JCP&L Customers

New tools put power in the palm of your hand

JCP&L's new smartphone app and mobile website provide on-the-go access to important information and services related to your electric account.

Features of these new tools include:

- A simple power outage reporting process, and easy access to our mobile-optimized 24/7 Power Center outage maps
- Secure and convenient account access, where you can view and pay your bill, review electric usage or payment history, and enroll in electronic billing
- A click-to-call feature to reach our contact centers
- One-click access to our full website from any screen of the mobile site



You will automatically be connected to the new mobile website when you use a smartphone to visit www.jcp-l.com or www.firstenergycorp.com.

The apps are available for Apple® iPhone® and Android™ smartphones. Use the keyword "JCP&L."

The mobile website and app are part of JCP&L's effort to continuously improve communications with customers. We recently introduced text and email alerts and two-way text messaging for outage and bill communications, and **additional products in development include:**

- Enhancements to the 24/7 Power Center outage maps
- Additional functionality on the mobile website and app

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