



For Immediate Release

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RETAIL ENERGY SUPPLY ASSOCIATION WELCOMES PPL ENERGYPLUS AS ITS NEWEST MEMBER

Harrisburg, PA (March __, 2010) – The Retail Energy Supply Association (RESA), a leading trade association of retail energy suppliers committed to the advocacy of vibrant and sustainable competitive residential and commercial retail energy markets, today announced the addition of PPL EnergyPlus to the Association’s membership, increasing the Association’s total membership to 13 companies serving customers across the U.S.

“The addition of PPL EnergyPlus as RESA’s newest member marks the beginning of a great partnership,” said Jay Kooper, President of RESA. “Over the course of this past decade, PPL EnergyPlus has distinguished itself by combining a focus on providing a diverse array of electricity, natural gas and renewable energy products with a tradition and philosophy of putting its customers first. The member companies of RESA welcome PPL EnergyPlus and look forward to working with our newest member in the years ahead.”

“PPL EnergyPlus is joining forces with RESA to promote the advancement of competitive retail markets, which produce the best results for customers by providing more choices, more innovation and more ways to manage costs and improve efficiency,” said Gene Alessandrini, senior vice president-Marketing for PPL EnergyPlus. “This is as true for energy supply as it is for other consumer products and services.”

Competitive electricity markets have removed from captive utility ratepayers the financial and operational risks of investment in new generation, and have provided a platform for the development of renewable energy, customer-owned generation and demand response programs.

About PPL EnergyPlus

PPL EnergyPlus (www.pplenergyplus.com) is the unregulated energy marketing subsidiary of PPL Corporation (NYSE: PPL), a Fortune 500 company based in Allentown, PA. PPL EnergyPlus offers electricity supply, natural gas supply, energy services and renewable energy products to commercial, industrial and institutional

customers in key restructured energy markets. For more information, visit www.pplenergyplus.com.

PPL EnergyPlus is not the same company as PPL Electric Utilities. The prices of PPL EnergyPlus are not regulated by the Pennsylvania Public Utility Commission. Customers do not have to buy PPL EnergyPlus electricity or other products in order to receive the same quality regulated services from PPL Electric Utilities.

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About RESA

RESA's members are ConEdison Solutions; Constellation NewEnergy, Inc.; Direct Energy Services, LLC; Exelon Energy Company; GDF SUEZ Energy Resources NA, Inc.; Gexa Energy; Green Mountain Energy Company; Hess Corporation; Integrys Energy Services, Inc.; Just Energy; Liberty Power; PPL EnergyPlus and Sempra Energy Solutions LLC. For more information, contact RESA Executive Director Tracy McCormick at (717) 566-5405 or go to www.RESAUSA.org