

FIRSTENERGY PLEDGES SUPPORT FOR ENERGY EFFICIENCY AND CONSERVATION

Reading, PA – Support for Pennsylvania’s new energy law, including development of appropriate efficiency and demand-side management programs and the importance of coordination among state agencies to implement these programs, were just some of the ideas presented by FirstEnergy’s (NYSE: FE) John E. Paganie, vice president of Energy Efficiency, when he testified today at a special hearing of the Pennsylvania Public Utility Commission (PUC). He testified on behalf of FirstEnergy’s three Pennsylvania operating companies – Pennsylvania Power Co. (Penn Power), Pennsylvania Electric Company (Penelec), and Metropolitan Edison Company (Met-Ed) – which serve 1.3 million customers in the Commonwealth.

“We look forward to working with the PUC in our effort to achieve Act 129’s aggressive energy efficiency and demand targets in a cost effective manner, while maintaining the financial integrity of our electric companies in Pennsylvania,” said Paganie.

Paganie says FirstEnergy currently offers customers a number of energy efficiency, conservation, and demand side response programs to help them get more from their energy dollars, and encourage the smart use of electricity. However, the scope and effectiveness of these existing programs have been limited because the long-standing generation rate caps at Penelec and Met-Ed have reduced the customers’ motivation to conserve.

Currently, FirstEnergy’s Pennsylvania customers pay electricity rates below the national average – and when adjusted for inflation, customers are paying less for electricity today than they did in much of the previous decade.

Paganie added that true market price signals will be needed to change customer usage habits. However, these pricing signals will not be in effect for Met-Ed and Penelec until January 1, 2011, only five months before the aggressive reductions in electricity usage called for in Act 129 must be achieved.

To help overcome the challenges inherent in Act 129's ambitious compliance schedule, Paganie suggested the PUC focus its efforts in three key areas:

- Adoption of a timely, flexible and effective process to review and approve the energy efficiency and conservation plans proposed by the state's electric distribution companies, along with full and current cost recovery. The sooner the programs start, the more likely the required targets will be achieved.
- Ensure any new programs are coordinated with existing energy efficiency programs now offered by other Pennsylvania state agencies, including the Pennsylvania Department of Environmental Protection, the Department of Public Welfare, the Treasury Department and the Department of Community and Economic Development.
- Increase education efforts to help achieve a meaningful and measurable shift in customer behavior. Education should be an essential part of future efforts to help consumers better manage their electricity use and costs.

Together, Penn Power, Penelec and Met-Ed serve approximately 1.3 million customers in 49 of 67 counties, covering nearly half the land area of Pennsylvania.

FirstEnergy is a diversified energy company headquartered in Akron, Ohio. Its subsidiaries and affiliates are involved in the generation, transmission and distribution of electricity, as well as energy management and other energy-related services. Its seven electric utility operating companies comprise the nation's fifth largest investor-owned electric system, based on 4.5 million customers served within a 36,100-square-mile area of Ohio, Pennsylvania and New Jersey; and its generation subsidiaries control more than 14,000 megawatts of capacity.

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affecting how generation rates will be determined following the expiration of existing rate plans in Ohio and Pennsylvania, the impact of the PUCO's rulemaking process on the Ohio Companies' Electric Security Plan and Market Rate Offer filings, economic or weather conditions affecting future sales and margins, changes in markets for energy services, changing energy and commodity market prices and availability, replacement power costs being higher than anticipated or inadequately hedged, the continued ability of FirstEnergy's regulated utilities to collect transition and other charges or to recover increased transmission costs, maintenance costs being higher than anticipated, other legislative and regulatory changes, revised environmental requirements, including possible greenhouse gas emission regulations, the impact of the U.S. Court of Appeals' July 11, 2008 decision to vacate the CAIR rules and the scope of any laws, rules or regulations that may ultimately take their place, the uncertainty of the timing and amounts of the capital expenditures needed to, among other things, implement the Air Quality Compliance Plan (including that such amounts could be higher than anticipated) or levels of emission reductions related to the Consent Decree resolving the New Source Review litigation or other potential regulatory initiatives, adverse regulatory or legal decisions and outcomes (including, but not limited to, the revocation of necessary licenses or operating permits and oversight) by the Nuclear Regulatory Commission (including, but not limited to, the Demand for Information issued to FENOC on May 14, 2007), the timing and outcome of various proceedings before the PUCO (including, but not limited to, the Electric Security Plan and Market Rate Offer proceedings as well as the distribution rate cases and the generation supply plan filing for the Ohio Companies and the successful resolution of the issues remanded to the PUCO by the Ohio Supreme Court regarding the Rate Stabilization Plan and the Rate Certainty Plan, including the recovery of deferred fuel costs), Met-Ed's and Penelec's transmission service charge filings with the PPUC (as well as the resolution of the Petitions for Review filed with the Commonwealth Court of Pennsylvania with respect to the transition rate plan for Met-Ed and Penelec), the continuing availability of generating units and their ability to operate at or near full capacity, the ability to comply with applicable state and federal reliability standards, the ability to accomplish or realize anticipated benefits from strategic goals (including employee workforce initiatives), the ability to improve electric commodity margins and to experience growth in the distribution business, the changing market conditions that could affect the value of assets held in the registrant's nuclear decommissioning trusts, pension trusts and other trust funds, and cause FirstEnergy to make additional contributions sooner, or in an amount that is larger than currently anticipated, the ability to access the public securities and other capital and credit markets in accordance with FirstEnergy's financing plan and the cost of such capital, changes in general economic conditions affecting FirstEnergy, the state of the capital and credit markets affecting FirstEnergy, and the risks and other factors discussed from time to time in its SEC filings, and other similar factors. The foregoing review of factors should not be construed as exhaustive. New factors emerge from time to time, and it is not possible for management to predict all such factors, nor assess the impact of any such factor on our business or the extent to which any factor, or combination of factors, may cause results to differ materially from those contained in any forward-looking statements. FirstEnergy expressly disclaims any current intention to update any forward-looking statements contained herein as a result of new information, future events, or otherwise.

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