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**FIRSTENERGY OHIO UTILITIES TO  
DISTRIBUTE ENERGY-EFFICIENT LIGHT BULBS**

**Campaign Part of Larger Effort to Promote Energy  
Efficiency & Help Customers Save Money**

Akron, OH – Residential customers of FirstEnergy Corp.’s (NYSE: FE) Ohio utility operating companies will receive two compact fluorescent light bulbs (CFLs) through a company program designed to reduce electricity usage and increase awareness of the benefits of energy efficiency measures, including lower electric bills.

“We are pleased to launch this program for our residential customers in Ohio,” said John Paganie, vice president of Energy Efficiency and Customer Service at FirstEnergy. “CFLs are a great way for customers to reduce energy use in their homes. In addition to delivering energy-efficient light bulbs, we’re providing customers with good information and tips on how they can save energy – and save money.”

These energy-efficient light bulbs use up to 75 percent less electricity than traditional incandescent bulbs. By replacing two 100-watt incandescent bulbs with these energy-efficient CFLs, customers can save up to \$60 over the life of the bulbs. The program is being offered as part of the companies’ effort under Ohio’s new energy law to reduce energy usage by 22.2 percent by the end of 2025 and reduce peak demand by 7.75 percent by the end of 2018.

FirstEnergy expects to mail or hand-deliver nearly 4 million CFLs throughout its Ohio Edison, Cleveland Electric Illuminating Company and Toledo Edison service

territories, with distribution beginning in mid-October and expected to take about five weeks. The CFL giveaway was approved on September 23, 2009, by the Public Utilities Commission of Ohio. More information on the CFL program and other ways to save money and energy is available at [www.firstenergycorp.com/energyefficiency](http://www.firstenergycorp.com/energyefficiency).

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.

**Forward-Looking Statements:** This news release includes forward-looking statements based on information currently available to management. Such statements are subject to certain risks and uncertainties. These statements include declarations regarding management's intents, beliefs and current expectations. These statements typically contain, but are not limited to, the terms "anticipate," "potential," "expect," "believe," "estimate" and similar words. Forward-looking statements involve estimates, assumptions, known and unknown risks, uncertainties and other factors that may cause actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. Actual results may differ materially due to the speed and nature of increased competition in the electric utility industry and legislative and regulatory changes affecting how generation rates will be determined following the expiration of existing rate plans in Pennsylvania, the impact of the Public Utilities Commission of Ohio's regulatory process on the Ohio Companies associated with the distribution rate case, 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 potential impacts of the U.S. Court of Appeals' July 11, 2008 decision requiring revisions to the Clean Air Interstate 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 that certain generating units may need to be shut down) or levels of emission reductions related to the Consent Decree resolving the New Source Review litigation or other similar potential regulatory initiatives or actions, 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, Metropolitan Edison Company's and Pennsylvania Electric Company's transmission service charge filings with the Pennsylvania Public Utility Commission, 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 FirstEnergy's nuclear decommissioning trusts, pension trusts and other trust funds, and cause it 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 the company, the state of the capital and credit markets affecting the company, interest rates and any actions taken by credit rating agencies that could negatively affect FirstEnergy's access to financing or its costs or increase its requirements to post additional collateral to support outstanding commodity positions, letters of credit and other financial guarantees, the continuing decline of the national and regional economy and its impact on the company's major industrial and commercial customers, issues concerning the soundness of financial institutions and counterparties

with which FirstEnergy does business, and the risks and other factors discussed from time to time in its Securities and Exchange Commission 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 FirstEnergy's 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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