

FOR A NEW BUSINESS

# Location is Everything



**FirstEnergy**<sup>®</sup>

# WHO IS FirstEnergy?

*FirstEnergy is a leading regional energy company dedicated to safety, operational excellence and responsive customer service. Our 10 regulated utility companies comprise one of the nation's largest investor-owned electric systems based on 6 million customers served within a nearly 65,000-square-mile area of Ohio, Pennsylvania, Maryland, West Virginia and New Jersey.*

## Our Vision

FirstEnergy will be a leading provider of electricity generation, distribution and transmission services; recognized for its dedication to safety, operational excellence and customer service; and a company driven by the leadership, skills, diversity and character of its employees.

## Transmission Operations

Our transmission subsidiaries operate 24,000 miles of transmission lines connecting the Midwest and Mid-Atlantic regions. To deliver safe and reliable electricity to homes and businesses, our electric companies operate a vast network of nearly 268,000 miles of distribution lines across our six-state service area.

## Generation Business

FirstEnergy's diverse generating fleet produces approximately 85 million megawatt-hours of electricity annually from a fleet of non-emitting nuclear, scrubbed coal, natural gas and hydro plants. With nearly 500 megawatts of wind power under long-term contracts, the company is one of the largest providers of renewable energy in the region.

## Our Environmental Commitment

FirstEnergy is committed to protecting the environment by using natural resources wisely, improving our environmental performance, enhancing our environmental stewardship, and supporting research on environmental technologies. In keeping with our balanced, long-term approach, we're continually looking for ways to minimize the impact of our operations on the environment. Over the years, we've invested billions on environmental controls at our facilities that have led to substantial reductions in emissions.

## Economic Development

We're committed to the long-term economic health of the communities we serve through our support of development efforts that create jobs, support local suppliers, and attract new businesses throughout our service area. During the past 10 years, our economic development efforts have helped attract nearly \$29 billion in capital investment and create more than 102,000 jobs in our service area.

## Your Future in Site

FirstEnergy's team of economic development experts are an invaluable resource – providing a wealth of knowledge and tools to help you select the right site for you and your company within Ohio, Pennsylvania, New Jersey, West Virginia and Maryland.

We'll guide you through the process –  
*at no cost to you.*

**Services include:**

- Location analysis and community research
- Site tours
- Introductions to local, regional and state officials
- Coordination of electric service requirements, pricing estimates and other electric utility related economic development services
- State-of-the-art demographic and site/building database information

## The IMPACTfactor+

**A computer simulation program developed by Applied Economics**

FirstEnergy offers the IMPACTfactor+ program at no cost to assist government and economic development organizations in the areas we serve.

The IMPACTfactor+ was designed specifically for the purpose of measuring the increase in economic activity as a result of new investment in an area's economy.

## Measuring Impact

FirstEnergy can generate economic reports – customized for your specific region – that will enable you to calculate and evaluate:

- The impact of new or expanding industry.
- The annual impact and performance of economic development marketing.
- The types of supplier demand created by different industries.

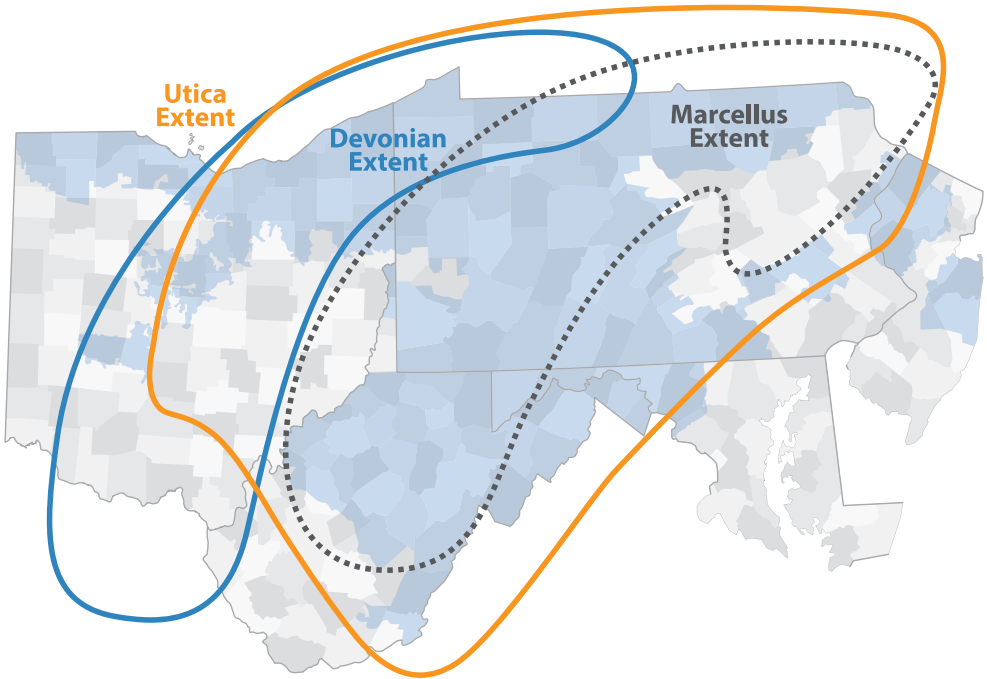
These reports offer the ability to more accurately predict how a prospect will fit with your regional economy.

To find out more please visit us at  
[firstenergycorp.com/economicdevelopment](http://firstenergycorp.com/economicdevelopment)

You can also send an email to  
[EconomicDev@firstenergycorp.com](mailto:EconomicDev@firstenergycorp.com)

# FirstEnergy Wants to be Your Partner

*If you are investing in the Marcellus or Utica Shale Fields, FirstEnergy is here to help. Our electric utility service area overlays most of the shale fields across Pennsylvania, Ohio, West Virginia and Maryland. We know the territory, we understand your needs and we can help make your venture a success.*



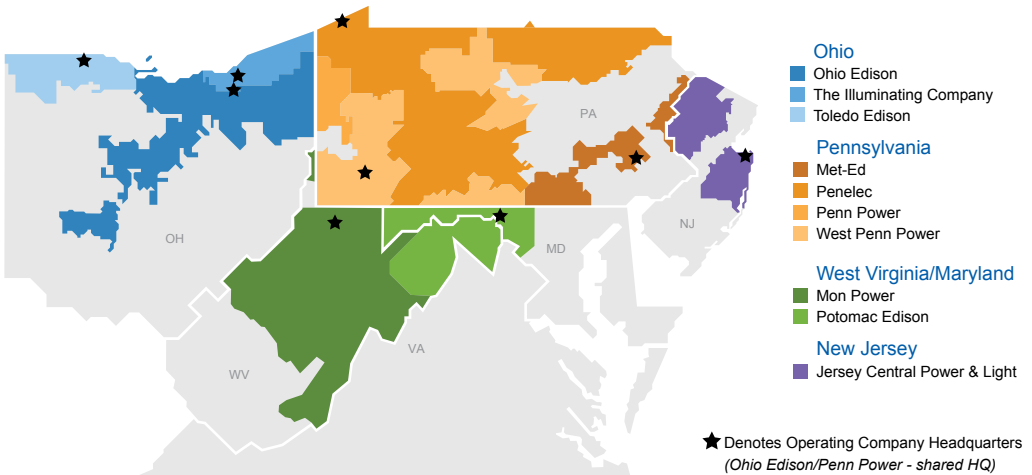
## Rapid Response Shale Team

FirstEnergy's expert team of senior-level professionals is focused on supporting shale growth in our region. We know how important it is to move your projects forward quickly, efficiently and profitably, so we offer the following resources to help:

- **Economic Development & Customer Support Managers** – You will have designated economic development and customer support professionals supporting your current and future project plans.
- **Site Selection and Site Location Data** – Our free state-of-the-art database provides the information you need at your fingertips.
- **Business Development, Generation and Real Estate Infrastructure** – As you work through your selection process, we can help identify and leverage our available assets, including power plants, lines and rights-of-way, providing the most cost-effective solutions.
- **Energy Delivery** – Our team offers transmission solutions so you can make the best decisions for your business. We are dedicated to getting the wires and poles to your site while ensuring reliability.

# Data Center Solutions

*Whether you are looking for regulated or unregulated electricity for your data center, FirstEnergy is here to help. We offer some of the lowest rates in the country and several of our electric utility companies are closely located to the international, governmental and banking hubs of Washington D.C. and New York City as well as many Fortune 500 headquarters. We know the territory, we understand your needs and we can help make your venture a success.*

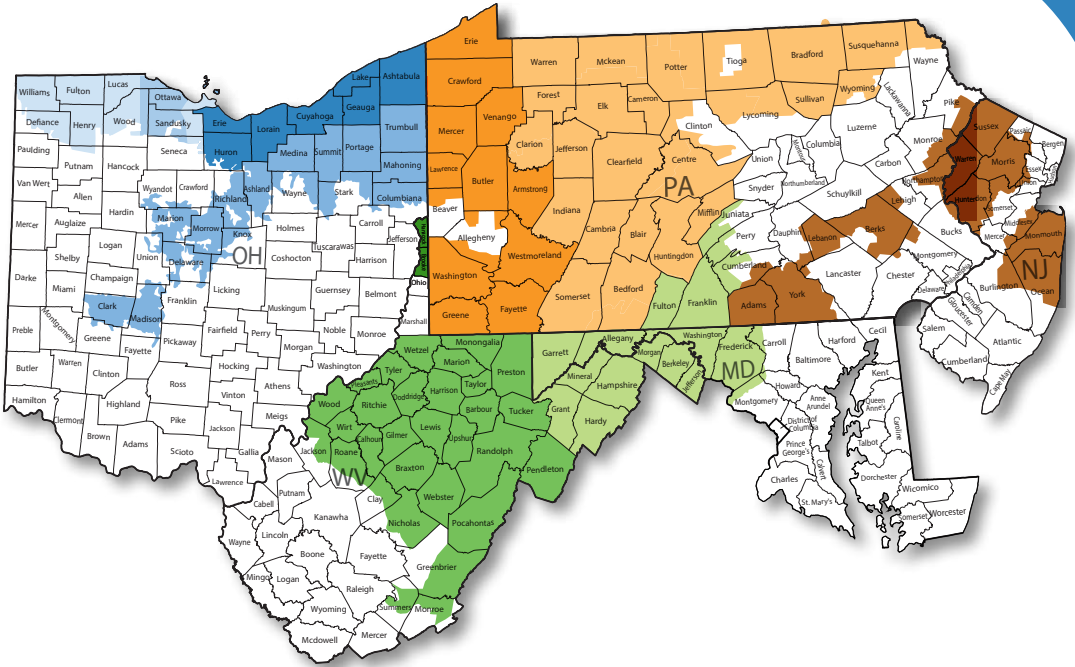


## Data Center Team

FirstEnergy's expert team of senior-level professionals is focused on supporting data center growth in our region. We know how important it is to move your projects forward quickly, efficiently and profitably, so we offer the following resources to help:

- **Economic Development & Customer Support Managers** – You will have designated economic development and customer support professionals supporting your current and future project plans
- **Site Selection and Site Location Data** – Our free state-of-the-art database provides the information you need at your fingertips.
- **Business Development, Generation and Real Estate Infrastructure** – As you work through your selection process, we can help identify and leverage our available assets, including power plants, lines and rights-of-way providing the most cost-effective solutions.
- **Reliable Energy Delivery** – When it comes to reliability, FirstEnergy is in the top quartile as measured in Institute of Electronics and Electrical Engineers (IEEE) benchmarking studies. Our team offers transmission solutions so you can make the best decisions for your business. What's more, our service territory is located in an area with a low risk of natural disasters that could interrupt operations.
- **Strong Fiber Network** – Located in the middle of the transportation corridor connecting the Mid-Atlantic to the Midwest and South.
- **Free Cooling** – Our moderate temperatures allow for lower operating costs.
- **Energying the Future** – FirstEnergy has embarked on a major project to upgrade and modernize our transmission system.
- **Lower Energy Costs** – FirstEnergy is one of the lowest cost providers in the Northeast.

# Economic Development Team



**Toledo Edison**  
Hans Rosebrock  
419-249-5230

**Ohio Edison**  
Melissa Frank  
330-436-4122

**The Illuminating Company & Northern Ohio Edison**  
Marty Kuula  
440-994-8340

**Western PA including Penn Power, Penelec & West Penn Power**  
Lisa Nentwick  
724-453-3438

**Penelec & West Penn Power**  
JP Tambourine  
814-231-5333

**Mon Power**  
Jim Bowman  
304-626-1217

**Potomac Edison and West Penn Power**  
Jamie Metz  
301-790-6295

**Met-Ed and Jersey Central Power & Light**  
Doug Myers  
610-921-6997

## Corporate

**Patrick Kelly**  
Director,  
Economic Development  
330-384-5822

**Carol Haines**  
Director,  
Economic Development OH & WV  
330-255-1701

**Linda Marsh**  
Support Staff  
330-384-5853