

Message Dated October 29, 2010

RETROACTIVE Incentive Funds Available for a Limited Time!

Dear FirstEnergy Customer,

If you've been kicking yourself because you missed out on pre-applying for incentives on an energy efficiency upgrade you did earlier this year, you've got a second chance!

Until May 31, 2011, the normal preapproval requirements for FirstEnergy's incentive programs* have been suspended. What that means to you is that if you have done any energy efficiency upgrades since October 28, 2009, you can now apply for incentives retroactively!

Depending on the size and type of your project, this could mean thousands of dollars in unexpected money for your business!

But hurry - after May 31, 2011, the preapproval requirements will be reinstated, and this window of opportunity will close.

Get started now by going to www.energysavePA.com for complete details, and to download the simple application forms.

Don't let this opportunity slip through your fingers. Apply now!

*Except Custom projects/Process Motors, which require pre-metering.

2ND Message: dated November 2, 2010

WHY WAIT? ACT NOW!

Dear Met-Ed, Penelec or Penn Power Customer,

In case you hadn't heard, in response to PA Act 129 of 2008, FirstEnergy is offering a variety of incentive and assistance programs designed to encourage commercial and industrial customers of Met-Ed, Penelec and Penn Power to install high-efficiency equipment.

If you have not participated in the programs yet, either because of budget constraints or for other reasons, now is the time! Don't delay your savings any longer; the incentive funds are limited and available on a first-come, first-served basis.

In addition, the usual preapproval requirements have been temporarily removed for any projects completed between October 28, 2009 and May 15, 2011. So now is your chance to go back and get paid for projects you've already begun or completed!

As the attached brochure shows, acting now to make energy efficiency upgrades can save you tens of thousands of dollars over waiting.

Below is a list of the incentive programs available. Whether you need new lighting, a more efficient HVAC system, or any other energy conservation measure, we have a program that will pay you to save energy!

Standard Lighting

Non-Standard Lighting

Motors and Drives

HVAC

Streetlighting

Federal

Audits

Multifamily

Specialty Equipment

Custom

For more information on these programs, including application forms and instructions, please visit the For your Business section of the program website, www.energysavePA.com.

We look forward to helping you reach your energy savings goals!

Attachment: [FE Why Wait.pdf](#)