**24/7 Power Center and**    
**MyTown Municipal Web Pages**    
  
*Outage communication tools feature local information for customers*    
Our **24/7 Power Center** online outage map, available at [*www.jcp-l.com*](www.jcp-l.com), displays individual outage locations with best-available estimated restoration time, the possible cause of the service disruption and crew status.    
During major storm events or other emergencies, the outage map features a prominent alert with links to outage-related news, safety tips and additional information such as water and ice distribution locations.    
In addition, **MyTown**, available at [*www.jcp-l.com/mytown*](www.jcp-l.com/mytown), connects customers, local officials and media to dedicated web pages for each municipality served by JCP&L. The pages provide a summary of current outages, a snapshot of each community’s electric infrastructure and links to other important information.    
This web-based information complements JCP&L’s industry-leading portfolio of communication tools that are designed to help customers access the important information they need during a power outage. Introduced in 2013, the tools include text and email alert notifications, interactive text messaging, personal outage information in customer online accounts, a mobile website and a smartphone app.    
Produced by FirstEnergy’s Communications Department 0915    
  
  
 **Communication Tools for Utility Customers**    
  
*Power in the palm of your hand*   
Communication tools from Jersey Central Power & Light (JCP&L) provide customers with simple and convenient ways to get the most current information related to their electric service, using the channel they prefer.    
**Alerts offer important notifications related to power outages or bills**    
Customers can sign up to receive automated emails or text messages to stay informed on topics including:    
■ Restoration updates in the event of an extended power outage    
  
■ Notifications of expected power interruptions for scheduled service reliability work    
  
■ Severe weather alerts in advance of storms   
  
■ Billing reminders, including new bill available, payment due, payment posted or no payment received    
  
■ Reminders of scheduled meter reading date    
  
**Get personalized account information with two-way text messaging**    
Using a series of short codes, customers can send text messages to 544487 (LIGHTS) to report a power outage, request a status update on a reported outage, or make billing inquiries from a mobile phone. This customer-initiated tool utilizes the existing text message service on a mobile device.    
Short codes and frequently asked questions are available at [*www.firstenergycorp.com/connect*](www.firstenergycorp.com/connect).    
**Mobile website and smartphone app offer on-the-go access to account services**    
With our mobile-optimized website and smartphone app, customers can easily manage their electric accounts on the go. Features include:    
■ Easy outage reporting and access to the mobile-optimized 24/7 Power Center outage maps    
  
■ Secure management of a customer’s electric account    
  
■ A click-to-call feature to reach our contact center    
  
■ Access to our full website    
  
Customers will automatically connect to the mobile website when using a smartphone to visit [*www.jcp-l.com*](www.jcp-l.com). The smartphone app is available for Apple® iPhone® and Android™ devices. Search for "FirstEnergy" or “JCP&L” in the app store.   
**24/7 Power Center provides the most current outage information**    
Our 24/7 Power Center outage maps, available at [*www.firstenergycorp.com/outages*](www.firstenergycorp.com/outages), now display individual outage locations with best-available estimated restoration times, the possible cause of the service disruption and crew status.   
In addition, customers can receive a status update on a reported outage by logging into their accounts on the full or mobile website. Information about other outage activity in the customer’s area also will be displayed.    
**Connect with JCP&L on social media**    
Produced by FirstEnergy’s Communications Department   
Visit [**www.firstenergycorp.com/connect**](www.firstenergycorp.com/connect)for more information and to enroll in alerts or text messaging.