



REGULATORY DEVELOPMENTS

PENNSYLVANIA
PUBLIC UTILITY COMMISSION

COMPETITIVE RETAIL ELECTRIC MARKETS



- RATE CAPS REMOVED IN PPL ELECTRIC UTILITIES' SERVICE TERRITORY ON 1/1/2010
- RATE CAPS WILL BE REMOVED IN THE REMAINING SERVICE TERRITORIES ON 1/1/2011
- BASED ON PPL'S INITIAL EXPERIENCE, SEVERAL PROBLEMS ARE BEING ADDRESSED TO IMPROVE THE COMPETITIVE LANDSCAPE



DISTRIBUTION COMPANY – MARKETER INTERACTION

- THE MOST DIFFICULT PROBLEMS IN MOVING TO A FULLY COMPETITIVE MARKET INVOLVE ELECTRONIC DATA INTERCHANGE BETWEEN DISTRIBUTION COMPANIES AND MARKETERS
- OLDER SYSTEMS CURRENTLY IN USE ARE NOT CAPABLE OF MANAGING THE VOLUME OF REQUESTS AND THE AMOUNT OF INFORMATION NEEDED



INFORMATION IS KEY

- MARKETERS NEED CUSTOMER INFORMATION TO DESIGN AND PRICE PRODUCTS
- CUSTOMERS NEED TO FEEL SECURE THAT ACCOUNT INFORMATION WILL BE PROTECTED AND USED PROPERLY
- DISTRIBUTION COMPANIES NEED TO IMPROVE SYSTEMS TO MOVE INFORMATION QUICKLY AND ACCURATELY



COMMISSION ACTIONS

- OFFICE OF COMPETITIVE MARKETS OVERSIGHT
- CHARGE
- ELECTRONIC DATA EXCHANGE WORKING GROUP
- COMMISSION ISSUED GUIDELINES
 - ELEGIBLE CUSTOMER LIST
 - CONTRACT RENEWAL INFORMATION



IMPROVING THE COMPETITIVE MARKET



- IMPROVE DATA EXCHANGE
 - PROVIDE FOR UNIFORM INFORMATION ON CUSTOMER LISTS
- PURCHASE OF RECEIVABLES
 - RISK OF UNCOLLECTIBLES SUBSTANTIALLY ELIMINATED
 - PROMOTES COMPETITIVE SUPPLY FOR RESIDENTIAL CONSUMERS



IMPROVING THE COMETITIVE MARKET

- MARKETING GUIDELINES
 - CLEAR AND ACCURATE CONSUMER INFORMATION
 - PLAIN LANGUAGE OFFERS
 - INDENDENT VERIFICATION OF CUSTOMER SIGN-UPS
 - LIMITATIONS ON MARKETER BEHAVIOR
 - “DO NOT CALL” LIST

