







## News Release

Office of the Ohio Consumers' Counsel  
FOR IMMEDIATE RELEASE

Contact: Ryan Lippe  
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### Results of successful auction to lower many FirstEnergy bills beginning June 1

COLUMBUS, Ohio – May 29, 2009 – As a result of an auction to serve electricity to FirstEnergy's Ohio customers, generation rates will be going down for residents beginning June 1, the Office of the Ohio Consumers' Counsel (OCC) said today. FirstEnergy customers will receive messages on their June bills.

"This is good news for customers throughout northern Ohio who will receive the benefits of the recent auction beginning with their June electric bill," said Consumers' Counsel Janine Migden-Ostrander. "Through our advocacy at the legislature and at the Public Utilities Commission of Ohio (PUCO), we have supported efforts to bring customers the lowest prices possible."

Ohio Edison residential customers using 750 kWh per month will experience an average decrease of approximately 16 percent on an annual basis, with average bills of \$100.97 dropping to \$84.87 under the new rates.

Toledo Edison residential customers using 750 kWh per month will experience an average decrease of approximately 13 percent on an annual basis, with average bills of \$102.93 dropping to \$89.74 under the new rates.

For Cleveland Electric Illuminating customers, the significant decrease in generation rates will take effect in June. However, combined with other Cleveland Electric Illuminating rate changes recently approved by the PUCO, the net change will be an approximately 2.7 percent increase in residential customers' bills on an annual basis. Among the changes were increases in distribution rates in May along with a new Delivery Service Improvement Charge in April. Additionally, Cleveland Electric Illuminating customers – unlike those served by Ohio Edison or Toledo Edison – continue to pay regulatory transition charges but at a reduced level.

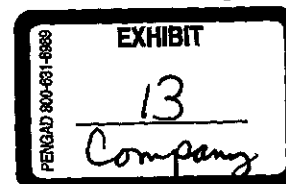
#### About the Office of the Ohio Consumers' Counsel

The Office of the Ohio Consumers' Counsel (OCC), the residential utility consumer advocate, represents the interests of 4.5 million households in proceedings before state and federal regulators and in the courts. The state agency also educates consumers about electric, natural gas, telephone and water issues. For more information, please visit the OCC website at [www.pickocc.org](http://www.pickocc.org).



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### Ohio Consumers' Counsel: Auction brings lower rates to FirstEnergy customers

COLUMBUS, Ohio – May 14, 2009 – An auction to serve electricity to FirstEnergy's Ohio customers means rates should fall below current prices beginning in June, the Office of the Ohio Consumers' Counsel (OCC) said today. The OCC reacted to the approval of the auction results announced by the Public Utilities Commission of Ohio (PUCO).

While the OCC is continuing to review the auction results, it has preliminarily concluded that the price residential customers will pay as a result of the auction will be lower than the price FirstEnergy proposed in July 2008 in its original electric security plan as well as lower than the rate the PUCO authorized and that FirstEnergy rejected as not being high enough.

"This is a great outcome for consumers in Northern Ohio, who have struggled with high rates for too long. While utility rates are increasing around the state, a rate decrease is welcome news," said Consumers' Counsel Janine Migden-Ostrander. "The efforts the OCC has made to ensure customers receive the benefits of the lowest prices possible have been a success."

In part the OCC's efforts occurred during the debate last year about Ohio's energy law, which required Ohio's investor-owned electric utilities to submit electric security plans to the PUCO. Utilities also could submit a plan to price electricity on market rates. The OCC advocated for language in the legislation that would provide customers with the lower of the market or regulated rates. The OCC believed at the time that due to FirstEnergy's high rates, a competitive market rate might lower rates and, therefore, should be tried.

FirstEnergy's original market rate offer was rejected by the PUCO in December 2008 because it failed to meet a number of requirements. FirstEnergy's electric security plan was modified and approved by the PUCO in December 2008. Based on a provision in the state's energy law, however, FirstEnergy rejected the PUCO's decision.

As a result of later discussions regarding a rate plan for FirstEnergy, the competitive bid was conducted and has yielded the lowest rate.

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