

FirstEnergy

Solutions

How to use the PTA Kit to spread the word.

FirstEnergy Solutions has made it easy to tell people in your school district how to enroll in **PriceControl** and enter the Thanks a Million giveaway.

This PTA Kit has the materials you need:

- **Email text** that you can cut and paste into an email and send to others in your school district
- **Letter text** that you can cut and paste into a letter or school newsletter

And remind people to enroll on **CruiseControlOhio.com**.

The more people in your school district who enroll, the better your district's chances are for receiving a donation. (People may also enter by no purchase necessary.)

Every enrollment from your school district means another entry for your schools.

You want to help your school district. So does FirstEnergy Solutions.

We're committed to reenergizing Ohio in these tough economic times. That's why we have our **PriceControl** offer for Ohio residents. And why we created the Thanks a Million giveaway for residents, schools and businesses.

What's in it for your school district

Through our Thanks a Million giveaway, we'll be giving eight lucky residential winners \$25,000 each and \$50,000 to each winner's local school district. But enrollment must be completed by October 1, 2012.



Why it's a win-win for everyone

Everyone from your school district who enrolls in **PriceControl** means another entry in the giveaway for your schools. So the more people who enroll, the better your chances are of winning \$50,000 for your district. (People may also enter by no purchase necessary).

What's in it for residents in your area

PriceControl means people in your school district can lock in the price of their home's electric generation and put their electric generation cost on cruise control for 7 years.

Anyone who enrolls now can lock in their electric generation price at 6.99¢ per kilowatt-hour (kWh) for 7 years. Learn more on **CruiseControlOhio.com** or call **1-855-THX-A-MIL** (1-855-849-2645).

Use the PTA Kit and spread the word. Every enrollment is another chance for your school district to win \$50,000.

Remind people to enroll on:



CruiseControlOhio.com



1-855-THX-A-MIL (1-855-849-2645)



FAQ about the Thanks a Million giveaway

Q. Does my school have to be a customer of FirstEnergy Solutions to win?

A. No. But FirstEnergy Solutions does serve hundreds of Ohio schools with affordable electric generation.

Q. Why is FirstEnergy Solutions conducting this giveaway?

A. FirstEnergy Solutions believes in giving back to the communities we serve. So we developed the Thanks a Million giveaway to help Ohio residents, businesses and schools. In addition to the giveaway, we're offering residents and businesses the opportunity to lock in a low electric generation price for years and take control of their expenses in these uncertain economic times.

Q. How many times can someone enter the giveaway?

A. There is a limit of one entry per household or business, regardless of method of entry.

Q. Who is eligible to enter the giveaway?

A. Entry is open to individuals who meet the following criteria:

- You must be a legal resident of the state of Ohio
- Your current primary residence must be in the state of Ohio but NOT part of an electric cooperative or a municipal electric utility
- You must be at least eighteen (18) years of age at the time of entry
- Notwithstanding anything else stated here or in the Official Rules, officers, directors, employees and contractors or agents of FirstEnergy Solutions; electric distribution utilities; electric distribution utility holding companies; electric light companies and electric services companies; competitive retail electricity service providers; electric aggregators; licensed electricity agents and brokers; and licensed electricity consultants, and their immediate family members (e.g., current and former spouses; parents and their current and former spouses; biological, adopted, or stepchildren and their current and former spouses; and biological, adopted, or stepsiblings and their current and former spouses) are not eligible to participate in or win the giveaway.

FAQ about enrolling in PriceControl

Q. Why should I enroll now?

A. Electric rates are fluctuating. And the price of electricity is forecast to rise in the next three years. But with FirstEnergy Solutions, you can lock in a low price for 7 years. That means no worries, because your price won't change for the entire length of the contract.

Q. Are there other product options?

A. Yes. FirstEnergy Solutions also has a 4-year **PriceControl** option. To learn more, visit CruiseControlOhio.com or call 1-855-THX-A-MIL (1-855-849-2645).

Q. Will everything work the same when I switch?

A. Yes. That's because FirstEnergy Solutions supplies your power through existing wires. So you'll have the same reliable service you have today from your utility.

Q. Will I need a service call?

A. No. You simply need to enroll.

Q. What happens at the end of my contract?

A. When your contract is coming to an end, FirstEnergy Solutions will provide a competitive renewal price along with all of your options.

Q. Will this affect my billing?

A. No. You will continue to receive one bill from your utility. This bill will include the charge for electric generation from FirstEnergy Solutions. And you can still pay your bill exactly the same way you pay today, even if you have automatic billing from your checking account.

Q. Is all of this too good to be true?

A. Absolutely not. You really can lock in a low electric generation price for the long term.

THANKS A MILLION GIVEAWAY



Thanks a Million giveaway PTA Kit letter text

Below is the text for a letter or school newsletter to inform people in your school district about the Thanks a Million giveaway and FirstEnergy Solutions' **PriceControl** for Ohio residents.

Instructions:

- Create a new document or use your official letterhead.
- Cut and paste the LETTER TEXT into the new letter.
- Update the "[Name]" by removing the brackets and replacing the text with the actual individual's name. (If sending to a group, revise the salutation appropriately. For example: "Dear Parents in our School District," or whatever you typically use for group letters.)
- Update the "[Sender Name]" by removing the brackets and inserting your name and title if appropriate.
- Add postage and send the letter. It's as easy as that.

LETTER TEXT:

Dear [Name],

FirstEnergy Solutions is giving back to Ohio and we want our school district to be a part of it.

What's in it for our school district

To reenergize Ohio in these tough economic times, FirstEnergy Solutions is giving away \$1 million through their Thanks a Million giveaway. Eight residents will win \$25,000 each and FirstEnergy Solutions will give \$50,000 to each of the winners' local school districts.

In addition, FirstEnergy Solutions is providing Ohio residents and businesses with some stability and a greater sense of control over their expenses through a long-term fixed price offer called **PriceControl**.

Why it's a win-win for everyone

Everyone from our school district who enrolls in **PriceControl** means another entry in the giveaway for our schools. So the more people who enroll, the better the chances are of winning \$50,000 for our school district. (People may also enter by no purchase necessary.)

What's in it for you

PriceControl means people in our school district can lock in the price of their electric generation. If you enroll now, you can lock in your price at 6.99¢ per kilowatt-hour (kWh) for 7 years. That's like having your electric generation price on cruise control. Learn more on CruiseControlOhio.com or call 1-855-THX-A-MIL (1-855-849-2645).

Remember, every enrollment means another entry for our school district. And if you win big, so do our schools.

Sincerely,
[Sender Name]

P.S. Please visit CruiseControlOhio.com before enrollment ends on October 1, 2012.



Thanks a Million giveaway PTA Kit email text

Below is a text email to inform people in your school district about the Thanks a Million giveaway and FirstEnergy Solutions' **PriceControl** for Ohio residents.

Instructions:

- Open your email program and create a new email.
- Cut and paste the SUBJECT LINE below into the subject line.
- Cut and paste the EMAIL TEXT into the new email.
- Update the "[Name]" by removing the brackets and replacing the text with the actual individual's name. (If sending to a group, revise the salutation appropriately. For example: "Dear Parents in our School District," or whatever you typically use for group emails.)
- Update the "[Sender Name]" by removing the brackets and inserting your name and title if appropriate.
- Add the individual's or the group's email address.
- Send the email. It's as easy as that.

SUBJECT LINE: You could help our school district win \$50,000

EMAIL TEXT:

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Sincerely,
[Sender Name]