



**News Release
For Immediate Release**
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PUCO accepts results of FirstEnergy generation auction

Results set new price beginning June 2011

COLUMBUS, OHIO (Jan. 27, 2011) – The Public Utilities Commission of Ohio (PUCO) today accepted the results of the second of six wholesale auctions that will determine FirstEnergy's retail generation service rates through May 2014. The auction established a new generation price of \$55.60 per megawatt hour (MWh) effective for the delivery period of June 1, 2011 through May 31, 2012.

"I am pleased that the outcome of this week's market-based auction will result in lower generation rates for FirstEnergy customers," PUCO Chairman Steven D. Lesser stated.

The auction was conducted on Jan. 25, 2011. There were 10 electric generation suppliers registered for the auction, and 7 submitted winning bids. The names of the winning bidders will remain confidential for 21 days.

CRA International served as the independent auction manager. Boston Pacific Company, a consultant retained by the PUCO, monitored the auction process.

Additional auctions will be held in October 2011, January 2012, October 2012, and January 2013 to establish the generation prices for 2012 and 2013.

A copy of today's Commission finding and order and a redacted version of the report issued by the auction manager will be available at www.PUCO.ohio.gov. Click on the link to DIS and enter the case number 10-1284-EL-UNC.

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10-1284-EL-UNC

The Public Utilities Commission of Ohio (PUCO) is the sole agency charged with regulating public utility service. The role of the PUCO is to assure all residential, business, and industrial consumers have access to adequate, safe, and reliable utility services at fair prices while facilitating an environment that provides competitive choices. Consumers with utility-related questions or concerns can call the PUCO hotline at (800) 686-PUCO (7826) and speak with a representative.

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