

PPL ELECTRIC UTILITIES CORPORATION

Advertising Expenses
Years Ended December 31,
(Thousands of Dollars)

Line No.	Description/Purpose	2010	2009	Increase (Decrease)
1	Goodwill or institutional advertising	\$ 0	\$ 0	\$ 0
2	Customer assistance programs	158	16	142
3	Customer Education	2,352	1,280	1,072
4	Employment vacancy search	0	8	(8)
5	Miscellaneous	6	9	(3)
6	TOTAL	\$ 2,516	\$ 1,313	\$ 1,203
Types of Advertising				
7	Television	\$ 1,293	\$ 675	\$ 618
8	Radio	236	123	113
9	Internet/Electronic	161	84	77
10	Outdoor	309	161	148
12	Printed Media	517	270	247
13	TOTAL	\$ 2,516	\$ 1,313	\$ 1,203

Note: This schedule reflects only the costs of outside advertising expenses.