

Site Selection Magazine Again Names FirstEnergy a Leader in Economic Development

Akron, OH – For the fourth time in the last five years, *Site Selection* magazine has selected FirstEnergy Corp. (NYSE: FE) as one of the top utilities in the country for helping to promote economic development in its service area.

The award is based upon economic development in four categories in 2006 – capital investment, job creation, capital investment per capita and jobs per 10,000 in population – and gauges the ability of utility companies to help foster corporate investment in their territories.

“We are proud to again be recognized by *Site Selection* magazine as a leader in economic development efforts to help attract capital investment and new jobs to our three-state service area,” says Thomas A. Clark, vice president of Customer Service and Service Area Development for FirstEnergy.

“Our work with state and local development agencies has helped attract more than \$1.6 billion in capital investment and helped create nearly 11,500 new jobs throughout Ohio, Pennsylvania and New Jersey in 2006. We are pleased to play a key role in helping to improve the business climate in the communities we are privileged to serve,” he said.

FirstEnergy’s economic development efforts include:

- **Export Now Program** – this partnership with the U.S. Department of Commerce Foreign Commercial Service helps provide export trade opportunities for FirstEnergy’s manufacturing customers. In 2006, FirstEnergy helped 23 customers expand sales to Canada and Mexico, with projected aggregate new sales increases of \$19.8 million. Since the Export Now Program began in 1995, 217 participating customers from Ohio, Pennsylvania and New Jersey have increased export sales by an estimated \$50 million to \$117.5 million.
- **Exhibit Now** – this program helps FirstEnergy customers expand their customer base and open new avenues of growth through successful trade show marketing. FirstEnergy handles all show preparations for qualified customers at selected trade shows including reserving floor space, co-funding the cost of booth space, and coordinating pre-show publicity and planning. In 2006, the Exhibit Now

initiatives included the Medical Design and Manufacturing East Show in New York, as well as the National Plastic Exposition in Chicago.

- **IMPACTfactor+** – introduced in 2003, this computer simulation program for economic development helps FirstEnergy’s communities model the increase in economic activity as a result of new investment in an area’s economy. Customized IMPACTfactor+ reports are generated for economic development partners to help measure the impact on jobs, output, personal income and tax revenue.
- **International Tradeshow Initiatives** – FirstEnergy participated with the Governor of Ohio to represent Ohio at the 2006 Hannover Trade Fair in Hannover, Germany, and supported the 2006 Ohio Business and Investment Mission to Mexico.
- **Synchronist program** – FirstEnergy works with new and seasoned economic development professionals to develop sound business retention and expansion programs. The Synchronist system is a business information tool that surfaces issues on market changes, facility changes, operating conditions and corporate strategy. The economic development professional can take the appropriate action to service and grow the company.

FirstEnergy is a diversified energy company headquartered in Akron, Ohio. Its subsidiaries and affiliates are involved in the generation, transmission and distribution of electricity, as well as energy management and other energy-related services. Its seven electric utility operating companies comprise the nation’s fifth largest investor-owned electric system, based on 4.5 million customers served within a 36,100-square-mile area of Ohio, Pennsylvania and New Jersey; and its generation subsidiaries control more than 14,000 megawatts of capacity.

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