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CC: Mayor
Adm.

300 Madison Avenue
P.O. Box 1911
Morristown, New Jersey 07962-1911

October 22, 2008

TO: Each Municipal Clerk and County
Executive or Administrator of the
Municipalities and Counties of
New Jersey Served by Jersey
Central Power & Light Company



RE: Proposed New Demand Response Program
BPU Docket No. EO08050326 and
EO08080541-EO08080544

Dear Sir/Madam:

We herewith serve upon you a copy of the Notice of Filing and Public Hearing related to a Petition filed by Jersey Central Power & Light Company ("JCP&L") for a Proposed New Demand Response Program based on a recommendation made to Board of Public Utilities by the Demand Response Working Group.

PLEASE TAKE NOTICE that New Jersey Board of Public Utilities has scheduled public hearings on the Petition at the time and place set forth in the enclosed Public Notice.

Copies of the Petition, tariff and rate schedule are available for inspection at the Company's regional headquarters at 300 Madison Avenue, Morristown, New Jersey and 331 Newman Springs Road, Building 3, Red Bank, New Jersey and at the offices of the Board of Public Utilities at Two Gateway Center, in Newark, New Jersey.

We will be pleased to furnish you with any assistance or additional information that you might reasonably require.

Sincerely,

A handwritten signature in black ink that reads "Michael J. Filippone".

Michael J. Filippone
Director
Rates & Regulatory Affairs-NJ

Enclosure

u:/rates/public hearings/November 13 2008

PUBLIC NOTICE

JERSEY CENTRAL POWER & LIGHT COMPANY

NOTICE OF PROPOSED RATE INCREASE IN CONNECTION WITH PROPOSED NEW DEMAND RESPONSE PROGRAM
AND

NOTICE OF PUBLIC HEARINGS THEREON

TO OUR CUSTOMERS: Pursuant to the direction of the New Jersey Board of Public Utilities (the "Board"), Jersey Central Power & Light Company ("JCP&L" or the "Company"), along with the other New Jersey electric distribution companies, expects to be administering a proposed new Demand Response ("DR") program for the one-year period beginning June 1, 2009. The new DR program is based on a recommendation made to the Board in November 2007 by the Demand Response Working Group and was summarized in a letter, dated September 26, 2008, from Kristi Izzo, Secretary of the Board, under BPU Docket Nos. EO08050326 and EO08080541 - EO08080544 ("Board Secretary's Letter").

The new DR program will provide a one-time supplemental financial incentive ("Premium Payments") to participants in the program, beyond the incentives provided by PJM, the regional transmission organization for New Jersey and certain other states. The Premium Payments, along with associated administrative costs, will be funded through customer rates, resulting in an overall increase in JCP&L's Tariff rates and charges for electric service, to become effective in the Spring of 2009, or at such other date as the Board may determine.

The annual percentage increase applicable to specific customers will vary according to the applicable rate schedule and the level of the customer's usage. Copies of the Board Secretary's Letter are available for inspection at the Company's regional headquarters at 300 Madison Avenue, Morristown, New Jersey 07962 and 331 Newman Springs Road, Building 3, Red Bank, New Jersey 07701, at each of the Company's local business offices, and at the Board of Public Utilities, Two Gateway Center, Newark, New Jersey 07102.

The comparisons of present and proposed rates set forth below will permit customers to determine the approximate net effect upon them of the proposed increase in rates relating to this new DR program. Any assistance required by customers in this regard will be furnished by the

Company upon request. Please note that the Board in its discretion may apply all or any portion of whatever rate increase the Board may ultimately allow to other rate schedules or in a different manner than what JCP&L has proposed. Accordingly, the final rates and charges to be determined by the Board may be different from what JCP&L has described herein.

Notice of this filing together with a statement of the effect thereof on customers are being served upon the clerk, executive or administrator of each municipality and county within the Company's service areas. Such notice has also been served upon the Director of the Division of Rate Counsel of the Department of the Public Advocate, who will represent the interests of ratepayers in these proceedings.

PLEASE TAKE NOTICE that the Board has scheduled public hearings on this matter, at the following times and places:

November 13, 2008
4:00 P.M.

Morris County Administration & Records Building
Public Meeting Room, 5th Floor
2123 Court Street
Morristown, New Jersey

November 13, 2008
5:30 P.M.

Morris County Administration & Records Building
Public Meeting Room, 5th Floor
2123 Court Street
Morristown, New Jersey

Members of the public will have an opportunity to be heard and/or to submit written comments or statements at each or any of the public hearings if they wish to do so. Such written comments or statements may also be submitted directly to the Board of Public Utilities at Two Gateway Center, Newark, New Jersey 07102, Attn: Kristi Izzo.

STATEMENT OF THE MONTHLY NET EFFECT OF PROPOSED RATE INCREASE AS COMPARED TO THE RATES IN EFFECT AS OF OCTOBER 1, 2008

Typical Residential Average Monthly Bill (Includes 7% Sales and Use Tax)

	Current Monthly Bill	Proposed Monthly Bill	Proposed Monthly Increase
Residential Service (RS)			
500 kWh average monthly usage	\$88.01	\$88.05	\$0.04
1000 kWh average monthly usage	\$181.48	\$181.55	\$0.07
1500 kWh average monthly usage	\$276.86	\$276.96	\$0.10
Residential Time-of-Day Service (RT)			
500 kWh average monthly usage	\$91.34	\$91.38	\$0.04
1000 kWh average monthly usage	\$177.40	\$177.47	\$0.07
1500 kWh average monthly usage	\$263.46	\$263.57	\$0.11

Overall Monthly Class Average Per Customer (Includes 7% Sales and Use Tax)

Rate Class	Current Monthly Bill	Proposed Monthly Bill	Proposed % Increase
Residential Service (RS)	\$144.82	\$144.87	0.03%
Residential Time-of-Day Service (RT)	\$205.21	\$205.29	0.04%
General Service - Secondary (GS)	\$823.93	\$824.26	0.04%
General Service - Secondary Time-of-Day (GST)	\$44,997.39	\$45,016.63	0.04%
General Service - Primary (GP)	\$65,966.08	\$65,995.09	0.04%
General Service - Transmission (GT)	\$213,660.88	\$213,766.26	0.05%
Street & Area Lighting (Average per Fixture)	\$14.41	\$14.41	0.00%