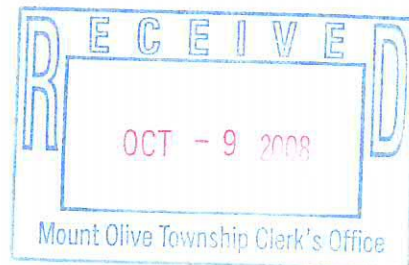


(c)

cc: Admin

October 7, 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 Programs
BPU Docket No. EO08050326

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 Proposed New Demand Response Programs.

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,

Michael J. Filippone
Michael J. Filippone
Director
Rates & Regulatory Affairs-NJ

Enclosure

PUBLIC NOTICE

JERSEY CENTRAL POWER & LIGHT COMPANY

NOTICE OF PROPOSED RATE INCREASE IN CONNECTION WITH PROPOSED NEW DEMAND RESPONSE PROGRAMS AND NOTICE OF PUBLIC HEARINGS THEREON

TO OUR CUSTOMERS: On August 1, 2008, pursuant to the direction of the New Jersey Board of Public Utilities (the "Board"), Jersey Central Power & Light Company ("JCP&L" or the "Company") filed a Verified Petition with the Board, under BPU Docket No. EO08050326, together with supporting appendices, testimony and revised Tariff sheets.

This Verified Petition initially sought the Board's approval of several proposed new Demand Response ("DR") programs for the period beginning June 1, 2009, but it has been determined that only one of those DR programs will be considered for implementation for the period beginning June 1, 2009. Implementation of that DR program will result in an overall increase in JCP&L's Tariff rates and charges for electric service, primarily through the creation of a new Rider DRC for recovery of the associated DR program costs, to become effective for service rendered on and after the date of Board approval of this Verified Petition, 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 Verified Petition, together with supporting appendices, testimony, revised Tariff sheets and other related documents, 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 the DR program being considered for implementation for the period beginning June 1, 2009. 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 in its filing. Accordingly, the final rates and charges to be determined by the Board in these proceedings 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, together with supporting appendices, testimony and revised Tariff sheets, 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 the Verified Petition under BPU Docket No. EO08050326, at the following times and places:

October 30, 2008
4:00 P.M.
Morris County Administration & Records Building
Public Meeting Room, 5th Floor
2123 Court Street
Morristown, New Jersey

October 30, 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	\$88.04	\$0.03
1000 kWh average monthly usage	\$181.48	\$181.54	\$0.06
1500 kWh average monthly usage	\$276.86	\$276.94	\$0.08
Residential Time-of-Day Service (RT)			
500 kWh average monthly usage	\$91.34	\$91.37	\$0.03
1000 kWh average monthly usage	\$177.40	\$177.46	\$0.06
1500 kWh average monthly usage	\$263.46	\$263.54	\$0.08

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	\$144.86	0.03%
Residential Time-of-Day Service (RT)	\$205.21	\$205.27	0.03%
General Service - Secondary (GS)	\$823.93	\$824.18	0.03%
General Service - Secondary Time-of-Day (GST)	\$44,997.39	\$45,012.30	0.03%
General Service - Primary (GP)	\$65,966.08	\$65,988.55	0.03%
General Service - Transmission (GT)	\$213,660.88	\$213,742.51	0.04%
Street & Area Lighting (Average per Fixture)	\$14.41	\$14.41	0.00%