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**PHILADELPHIA UNION CREATES PARTNERSHIP
WITH PPL ENERGYPLUS**

*New Stadium, Called PPL Park, will Support Renewable Energy
through 'Clean and Green' Power Supply Agreement*

CHESTER, Pa. (February 24, 2010) – Keystone Sports and Entertainment LLC and PPL EnergyPlus today announce an 11-year naming rights partnership. The stadium, currently under construction on the banks of the Delaware River, which will be home to Philadelphia Union, the Major League Soccer club, will be known as PPL Park.

A soccer-specific stadium, PPL Park will also host a variety of additional events, including concerts, festivals and other sporting events.

“Simply put, we have found the perfect partner,” said Nick Sakiewicz, CEO & Operating Partner of KSE and Philadelphia Union. “This is a very important moment in our club’s and stadium’s history. To have a venerable, well-respected Pennsylvania company team up with a brand new world class facility is a profound statement. We are so energized over this partnership and can’t wait to start working together to make our mark in the community and the region.”

PPL EnergyPlus also will become Philadelphia Union’s exclusive energy provider. Philadelphia Union will utilize energy at PPL Park supplied by PPL EnergyPlus, which will purchase and retire renewable energy credits equal to 100 percent of the park’s electricity use from renewable energy projects in Pennsylvania owned or contracted by PPL EnergyPlus.

“With our partners at PPL EnergyPlus providing us a cost effective and environmentally friendly energy, they are enabling us to create a stadium that is efficient and supports ‘green and clean’ power sources,” added Sakiewicz. “That’s a good formula for us and other businesses that want to work with PPL EnergyPlus to save money and be good to the environment at the same time.”

The partnership will brand the stadium PPL Park in Philadelphia Union’s inaugural 2010 season in MLS and continue through the 2020 season. Additionally, this comprehensive sponsorship

will extend to other relationships such as youth soccer associations in the tri-state area and other soon-to-be announced community initiatives.

With electricity rate caps expiring in the Greater Philadelphia Region on December 31, 2010 businesses now have the opportunity to choose their electricity and natural gas suppliers. For the first time in 10 years, PPL EnergyPlus is able to aggressively compete for business in Southeastern Pennsylvania. PPL EnergyPlus also can bring to these same customers renewable energy options, energy efficiency improvements and demand response programs.

“PPL EnergyPlus is thrilled to support Philadelphia Union in bringing Major League Soccer to this market,” said Gene Alessandrini, Senior Vice President of Marketing for PPL EnergyPlus. “Our two organizations have so much in common. PPL EnergyPlus and Philadelphia Union are both bringing new opportunities to the area. We’re both driven to be winners and both intend on building a strong and loyal fan base.

“PPL EnergyPlus is building on successes in the competitive retail electricity market in northeastern and central Pennsylvania and expanding into new areas, including the Philadelphia market. Our association with Philadelphia Union will help us familiarize thousands of potential customers with the PPL EnergyPlus name as we bring our knowledge, experience and competitive prices for energy supply and energy services to southeastern Pennsylvania.”

Philadelphia Union’s first-ever First Kick will take place March 25, 2010 vs. Seattle Sounders FC at Seattle’s Qwest Field. The club’s home opener will be April 10, 2010 vs. D.C. United at Lincoln Financial Field.

For more information on Philadelphia Union, please visit www.philadelphiaunion.com.

ABOUT KEYSTONE SPORTS AND ENTERTAINMENT LLC

Keystone Sports and Entertainment, LLC, is the Philadelphia Union ownership group. It is comprised of Chairman and Chief Executive Officer of iStar Financial Jay Sugarman, CEO and Operating Partner Nick Sakiewicz, Christopher and Robert Buccini and David Pollin, founding partners of the The Buccini/Pollin Group, Swarthmore Group’s Jim Nevels (Chairman) and Paula Mandle (CEO), and Philadelphia attorney William Doran. For more information about Philadelphia Union, visit www.philadelphiaunion.com.

ABOUT MAJOR LEAGUE SOCCER

Headquartered in New York City, Major League Soccer is the top-flight professional soccer league in the United States and Canada. MLS features many stars from the U.S., Canada, and around the world. MLS kicks off its 15th season on March 25, 2010. MLS features 16 clubs each playing 30 regular season matches in 2010. Those teams include Chicago Fire; Colorado Rapids; Chivas USA; Columbus Crew; D.C. United; FC Dallas; Houston Dynamo; Kansas City Wizards; Los Angeles Galaxy; New York Red Bulls; New England Revolution; 2009 MLS Cup Champion Real Salt Lake; San Jose Earthquakes; Seattle Sounders FC; Toronto FC; and, in their inaugural season, Philadelphia Union. Expansion teams in Vancouver and Portland will debut in 2011. For more information about MLS, log on to the League’s official website at MLSnet.com.

ABOUT PPL EnergyPlus

PPL EnergyPlus is an unregulated subsidiary of PPL Corporation, headquartered in Allentown, Pa. PPL Corporation owns or controls nearly 12,000 megawatts of generating capacity in the United States, sells energy in key U.S. markets and delivers electricity to about 4 million customers in Pennsylvania and the United Kingdom. More information is available at www.pplweb.com.

PPEnergyPlus is not the same company as PPL Electric Utilities. The prices of PPL EnergyPlus are not regulated by the Pennsylvania Public Utility Commission. Customers do not have to buy PPL EnergyPlus electricity or other products in order to receive the same quality regulated services from PPL Electric Utilities.