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## **LIPA Becomes First Utility in State to Launch Mobile Texting Initiative- Power Out? Text It In**

*New texting initiative will allow LIPA customers to report and receive information about power outages from their mobile device*

*LIPA also adds new Facebook and Twitter storm pages to its existing social media channels*

**Uniondale, N.Y.**- Keeping their commitment to improving customer services and communication, today, the Long Island Power Authority (LIPA) announced a new outage communication tool which will allow customers to report electrical outages at their home or business via texting from their mobile device. LIPA's Power Out? Text It In mobile texting initiative is the first in the state of New York and will provide customers with another avenue of communication for service interruptions. In addition to reporting an outage using the texting feature, LIPA customers can receive information about their outages, and planned work going on in their neighborhood by mobile text, email or both.

"We live in a real-time world and our customers want real time information. We are pleased to be the first electric utility in New York State to offer the capability of texting in your outage and receiving outage updates through text messaging," said Michael Hervey, LIPA chief operating officer. "LIPA will continue to look for new ways such as this mobile texting application to push the technology envelope and deliver information to our customers through multiple channels."

"I'm pleased LIPA is stepping up to the plate and instituting a text-message alert system to keep LIPA customers informed. Every other utility should do the same so customers have real time access to information during power outages," said Senator Charles E. Schumer. "Especially as the cold winter weather sets in, when power outages can mean heating outages, keeping Long Islanders up-to-date with the latest information is absolutely essential."

In addition to the mobile texting feature, LIPA customers can still report power outages through LIPA's web site or by calling 1-800-490-0075. To register your cell phone text REG to myLIPA (695472) or visit <http://www.lipower.org/mylipa>.

LIPA has also created new social media channels: LIPASTorm Facebook page and @LIPASTorm twitter feed. While customers will not be able to directly report outages through these sites, customers will be provided with safety and preparedness tips, restoration updates and other important information regarding outages and restoration process and progress status during storms. The LIPASTorm Facebook page and @LIPASTorm twitter feed build on LIPA's on-going pledge to enhance its communication opportunities with its customers and adds to an already wide array of social media initiatives including:

- Twitter feeds-@LIPAnews, @efficiencyLI;
- Face Book page-<http://www.facebook.com/efficiencylongisland>;
- YouTube-<http://www.youtube.com/LIPowerAuthority>;
- Flicker-<http://www.flickr.com/LIPowerAuthority>.

*LIPA, a non-profit municipal electric provider, owns the retail electric Transmission and Distribution System on Long Island and provides electric service to more than 1.1 million customers in Nassau and Suffolk counties and the Rockaway Peninsula in Queens. LIPA is the 2nd largest municipal electric utility in the nation in terms of electric revenues, 3rd largest in terms of customers served and the 7th largest in terms of electricity delivered. In 2010, LIPA outperformed all other overhead electric utilities in New York State for frequency of service interruptions, and ranked second for duration of service interruptions. LIPA does not provide natural gas service or own any on-island generating assets. More information about LIPA can be found online at: <http://www.lipower.org>.*