



NEWS RELEASE

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Duquesne Light Company Launches New Brand to Mark Next Era of Company *"Larger Than Light" Campaign Symbolizes Commitment to Doing More Than Keeping the Lights On*

PITTSBURGH – The future of energy is changing, and Duquesne Light Company is changing with it. Effective today, Duquesne Light Company will reveal its *Larger than Light* integrated multimedia marketing campaign that features the company's new logo. Components of the program include a redesigned, responsive [website](#), two new television [commercials](#), and a documentary-style video series called "Life Behind the Lines."

Duquesne Light Company is investing in a smarter energy infrastructure to efficiently deliver reliable, affordable and safe energy to homes, businesses and communities throughout the southwestern Pennsylvania region. The *Larger than Light* campaign platform represents the Company's commitment to more than keeping the lights on; it's about powering moments in customers' lives.

"Our Larger than Light mentality starts with our employees," said Richard Riazzi, President and CEO of Duquesne Light Company. "They are behind the lines 365 days a year relentlessly working to power our customers' lives. Through this campaign we are highlighting how what we do each day enables our customers' to enjoy life's big and small moments."

The television commercials and "Life Behind the Lines" video series showcase real Duquesne Light Company employees demonstrating the various talents that are put to work each day to serve our customers. This is just a sampling of the elite team of employees who are the driving force behind the company's success and ongoing evolution to become a leading next generation energy company.

The new website, DuquesneLight.com, is a responsive design that enables users to access robust content regardless of screen size or device. The redesigned website enables customers to more quickly and easily access the information most important to them, such as account information and reporting an outage. Several feature story

sections are designed to encourage customers to learn more about Duquesne Light Company's role in the future of energy in southwestern Pennsylvania.

The new logo, the first redesign since 2000, is intended to represent a progressive, forward lean helping to visually demonstrate the Company's relentless commitment to innovation that will help shape the future of the Pittsburgh region. The bold orange and black color scheme, and the incorporation of the bolt, which is the universal sign for electricity, signifies a more energetic, youthful and modern feel for the 136-year-old company.

The campaign will run in the Pittsburgh media market beginning on June 20. To view or download the first *Larger than Light* television spot or new logo, please visit the DuquesneLight.com [newsroom](#).

About Duquesne Light Company

Duquesne Light Company is committed to more than keeping the lights on; it powers the moments in its customers' lives. As a next generation energy company, Duquesne Light Company's nearly 1,500 employees are dedicated to delivering reliable and safe energy to more than a half a million customers in southwestern Pennsylvania.

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