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FOR IMMEDIATE RELEASE

**KCP&L NAMED HIGHEST RANKED UTILITY
IN J.D. POWER AND ASSOCIATES'
MIDWEST LARGE BUSINESS CUSTOMER SATISFACTION STUDYSM**

Kansas City, Mo. (March 23, 2010) — KCP&L is pleased to announce that J.D. Power and Associates' 2010 Electric Utility Business Customer Satisfaction StudySM recognizes KCP&L as the highest-ranked large electric utility in the Midwest segment for business customer satisfaction.

KCP&L ranked highest in three out of the six categories covered by the survey -- Power Quality and Reliability, Communications and Customer Service – and in the Tier 1 groups in Price, Billing and Payment and Corporate Citizenship. KCP&L had the shortest average outage duration (2.1 hours) of the companies surveyed.

According to Mike Chesser, chairman and CEO of KCP&L, "Our employees have worked hard to bring this level of customer satisfaction to our business customers. I am proud of the level of operational excellence, customer service and commitment to the success of our communities that we have been able to achieve."

(more)

Business customers from more than 16,000 U.S. companies that spend between \$500 and \$50,000 monthly on electricity were interviewed for the J.D. Power and Associates 2010 Electric Utility Business Customer Satisfaction StudySM.

The survey, which included more than 90 utilities serving a total of more than 11.7 million business customers, found that business customers of electric utility providers are considerably more satisfied in 2010, compared with 2009, because of marked improvements in corporate citizenship and power quality and reliability.

These improvements included increased awareness of new conservation and efficiency programs as well as informative Web sites. The study found that business customers increasingly rely on their utility Web sites for information, with 46 percent of customers who say they use their utility Web site in 2010, compared with 38 percent in 2009. KCP&L ranked among the study's top10 large brand utility performers for its energy-efficiency programs and Web site customer service.

"The five-year Comprehensive Energy Plan we introduced in 2005 was developed with the long-term energy needs of this region in mind," Chesser explained. "The plan focused on constructing the Iatan 2 plant, which provides additional power generation to meet growing electricity demand, investing in wind power, investing in environmental and infrastructure improvements and implementing energy-efficiency programs. Our goal, then and now, is to provide affordably priced, reliable power to our customers for generations to come.

"In 2009, KCP&L was ranked in Tier 1 for residential customer satisfaction among Midwest large U.S. utilities – a goal we plan to achieve again this summer in July. We are equally pleased to receive this recognition from our business customers and we will continue to use their feedback to improve our business and services."

Additional information about the survey is available at <http://www.JDPower.com>.

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About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company operating in key business sectors including market research, forecasting, performance improvement, training and customer satisfaction. The firm's quality and satisfaction measurements are based on responses from millions of consumers annually. For more information on cell phone ratings, car reviews and ratings, car insurance, health insurance and more, please visit JDPower.com. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

About The Companies:

Headquartered in Kansas City, Mo., Great Plains Energy Incorporated (NYSE: GXP) is the holding company of Kansas City Power & Light Company and KCP&L Greater Missouri Operations Company, two of the leading regulated providers of electricity in the Midwest. Kansas City Power & Light and KCP&L Greater Missouri Operations use KCP&L as a brand name. More information about the companies is available on the Internet at: www.greatplainsenergy.com or www.kcpl.com.

Forward-Looking Statements:

Statements made in this release that are not based on historical facts are forward-looking, may involve risks and uncertainties, and are intended to be as of the date when made. Forward-looking statements include, but are not limited to, the outcome of regulatory proceedings, cost estimates of the Comprehensive Energy Plan and other matters affecting future operations. In connection with the safe harbor provisions of the Private Securities Litigation Reform Act of 1995, the registrants are providing a number of important factors that could cause actual results to differ materially from the provided forward-looking information. These important factors include: future economic conditions in regional, national and international markets and their effects on sales, prices and costs, including, but not limited to, possible further deterioration in economic conditions and the timing and extent of any economic recovery; prices and availability of electricity in regional and national wholesale markets; market perception of the energy industry, Great Plains Energy and Kansas City Power & Light Company (KCP&L); changes in business strategy, operations or development plans; effects of current or proposed state and federal legislative and regulatory actions or developments, including, but not limited to, deregulation, re-regulation and restructuring of the electric utility industry; decisions of regulators regarding rates the companies can charge for electricity; adverse changes in applicable laws, regulations, rules, principles or practices governing tax, accounting and environmental matters including, but not limited to, air and water quality; financial market conditions and performance including, but not limited to, changes in interest rates and credit spreads and in availability and cost of capital and the effects on nuclear decommissioning trust and pension plan assets and costs; impairments of long-lived assets or goodwill; credit ratings; inflation rates; effectiveness of risk management policies and procedures and the ability of counterparties to satisfy their contractual commitments; impact of terrorist acts; increased competition including, but not limited to, retail choice in the electric utility industry and the entry of new competitors; ability to carry out marketing and sales plans; weather conditions including, but not limited to, weather-related damage and their effects on sales, prices and costs; cost, availability, quality and deliverability of fuel; ability to achieve generation planning goals and the occurrence and duration of planned and unplanned generation outages; delays in the anticipated in-service dates and cost increases of additional generating capacity and environmental projects; nuclear operations; workforce risks, including, but not limited to, retirement compensation and benefits costs; the timing and amount of resulting synergy savings from the acquisition of KCP&L Greater Missouri Operations Company; and other risks and uncertainties.

This list of factors is not all-inclusive because it is not possible to predict all factors. Other risk factors are detailed from time to time in Great Plains Energy's and KCP&L's most recent quarterly report on Form 10-Q and annual report on Form 10-K filed with the Securities and Exchange Commission. Each forward-looking statement speaks only as of the date of the particular statement. Great Plains Energy and KCP&L undertake no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events or otherwise.