Commonwealth Edison Company
Informational and Instructional Advertising Expenses
Charged to Account 909

2006 Actual

Line No.	Topic (A)	Advertising (B)	Ad Component (C)	Total Media Cost (D)	Production Cost (E)
1	Public Health and Safety	Outage/Storm Restoration	Print Advertising	$ 108,729	$ 7,508
2		Electric Safety Mitigation	Newspaper	$ 336,938	$ 2,375
3	Conservation of Energy	Viacom Weather Trigger Sponsorship for Radio	:30 radio; :05 Billboards; :10 Radio Tips/Live & Recorded Reads	$ 157,250	N/A
4	Total Account 909				$612,800

N/A: Production costs for the radio spots were covered by the stations.

Thank you.

On October 2, Mother Nature delivered into the ComEd service territory the most destructive thunderstorm since 1998, knocking out power to more than 400,000 customers, mostly on the south side and south suburbs.

Winds up to 95 miles per hour ripped down power lines, trees and limbs. Some areas also received three or more inches of rain per hour, and thousands of lightning strikes were reported.

We want to thank all our employees who worked double shifts around the clock and the other 90 crew members from Philadelphia's PECO, Kansas City Power and Light, and Midwest Energy in Iowa who lent a needed hand. Our thanks also go to the local officials, public employees and everyone else who helped us protect public safety and restore power.

Most of all, we want to thank you, our customers, for your patience and cooperation as we cleaned up, rebuilt and re-energized.

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Gracias.

En octubre 2, la madre naturaleza trajo la tormenta más destructiva desde 1998 al territorio en que ComEd brinda servicio, dejando sin energía eléctrica a más de 400,000 clientes, la mayor parte en la zona sur y los suburbios aledaños.

Los vientos de hasta 95 millas por hora arrasaron líneas eléctricas y árboles. Algunas áreas recibieron lluvias de hasta tres pulgadas por hora y se reportaron miles de relámpagos.

Queremos agradecer a todos nuestros empleados quienes trabajaron incansablemente más allá de sus horas de servicio y a los 90 equipos de PECO de Philadelphia, Kansas City Power and Light y Midwest Energy de Iowa que nos ayudaron cuando más lo necesitábamos. También queremos expresar nuestro agradecimiento a los empleados públicos, a los oficiales locales y a todos los que ayudaron a proteger la seguridad pública y a restaurar la energía eléctrica.

Pero sobre todo queremos agradecerles a ustedes, nuestros clientes, por su paciencia y cooperación mientras limpiábamos, reconstruíamos y restaurábamos la energía eléctrica.

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Safety.

WE'RE ALL IN THIS TOGETHER.

Help us keep electric power safe in our community.

- Always assume a power line is live.
- Stay away from electrical equipment and anything marked "Danger" or "High Voltage" or "Keep Out."
- If you are conducting any work or activity that may bring yourself, your equipment and anything you carry within ten feet of a power line, call ComEd at 1-800-Edison-1
- Ensure proper clearance when working around aerial power lines, especially with scaffolding, ladders and other equipment.
- Call 1-800-Edison-1 to report downed power lines, and NEVER go near them.
- When you dig, ALWAYS call DIGGER (in Chicago) at 312-744-7000 or J.U.L.I.E. (outside Chicago) at 1-800-892-0123.

Safety 24/7. Because keeping everybody safe is everybody's job.

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- Call 1-800-Edison-1 to report downed power lines, and NEVER go near them.
- Teach your children that water and electricity don't mix.
- When you dig, ALWAYS call DIGGER (in Chicago) at 312-744-7000 or J.U.L.I.E. (outside Chicago) at 1-800-892-0123.

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Seguridad.
NOS CONCIERNE A TODOS.
Ayúdenos a mantener su comunidad segura en lo relacionado a la energía eléctrica.
• Siempre asuma que la línea eléctrica está activa.
• Manténgase alejado de cualquier equipo eléctrico y de cualquier cosa que tenga el cartel de "DANGER" ("Peligro"), "HIGH VOLTAGE" ("Alto voltaje") o "KEEP OUT" ("Aléjese").
• Si está llevando a cabo algún trabajo o actividad que le haga estar a diez pies de distancia de una línea eléctrica, llame a ComEd al 1-800-Edison-1.
• Llame al 1-800-Edison-1 para informar de líneas de electricidad caídas. NUNCA se acerque a ellas.
• Enseñe a sus hijos que el agua y la electricidad no van juntas.
• Antes de cavar un hoyo, SIEMPRE llame primero a DIGGER (en Chicago) al 312-744-7000 o a J.U.L.I.E. al 1-800-892-0123 (para fuera de Chicago).
Seguridad las 24 horas del día, los 7 días de la semana.
Porque mantener a todos seguros es trabajo de todos.
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Bezpieczeństwo

TO DOTYCZY NAS WSZYSTKICH.

Razem zadbajmy o bezpieczne obchodzenie się z energią elektryczną w najbliższym sąsiedztwie.

- Zawsze należy zakładać, że linia elektryczna jest pod napięciem.
- Nie zbliżać się do sprzętu elektrycznego i wszystkiego, co jest oznaczone „Danger" (niebezpieczeństwo), „High Voltage" (wysokie napięcie) lub „Keep out" (nie zbliżać się).
- If you are conducting any work or activity that may bring yourself, your equipment and anything you carry within ten feet of a power line, call ComEd at 1-800-Edison-1.
- Należy zadzwonić pod numer telefonu 1–800–Edison–1, aby poinformować o zerwanych liniach elektroenergetycznych i NIGDY nie zbliżać się do nich.
- Nauczcie swoje dzieci, że woda i elektryczność nie chodzą w parze.
- Podczas wykonywania wykopów, ZAWSZE dzwońcie do DIGGER (w Chicago) pod numer telefonu 312–744–7000 lub J.U.L.I.E. (poza Chicago) pod numer telefonu 1–800–892–0123.

Bezpieczeństwo przez 24 godziny na dobę. Ponieważ wszystkim nam zależy na bezpieczeństwie.

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Winter: January/February

:10 Triggered Tips

"Heater Maintenance"
ComEd helps you stay safe. Have home heating systems inspected by a professional each year to ensure safety and efficiency. ComEd. An Exelon company.

"Insulation"
ComEd helps you stay warm. Make sure to insulate water pipes and exterior walls to increase your home's comfort and energy efficiency. ComEd. An Exelon company.

"Caulking"
ComEd helps you stay warm. A drafty house lets warm air escape, so be sure to inspect caulking and weather-stripping around doors and windows. ComEd. An Exelon company.

"Fan Blades"
ComEd helps you stay warm. Since warm air rises, check your ceiling fan manual to ensure correct rotation to redistribute warm air around the room. ComEd. An Exelon company.

"Thermostat"
ComEd helps you stay warm. Install a programmable thermostat to automatically regulate temperatures for increased savings and comfort. ComEd. An Exelon company.

Spring: March/April

:10 Triggered Tips

"Home Repairs"
ComEd's looking forward to warm weather with outdoor safety tips. Call a licensed professional if your home repairs require work near power lines. ComEd. An Exelon Company.

"Equipment"
ComEd's looking forward to warm weather with outdoor safety tips. Always keep yourself and your equipment at least 10 feet away from power lines. ComEd. An Exelon Company.

"Extension Cords"
ComEd's looking forward to warm weather with outdoor safety tips. Don't use indoor extension cords outdoors. This can cause electric shock or a fire hazard. ComEd. An Exelon Company.

"Tree Trimming"
ComEd's looking forward to warm weather with outdoor safety tips. Trees near aerial power lines should always be trimmed by a qualified contractor. ComEd. An Exelon Company.

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Non-Seasonal: Ran during non-trigger periods/months

:03-:05 Sponsorship Billboards

"Generic"
Sponsored by ComEd. An Exelon Company.

:10 PSAs

"Electrical Cords"
ComEd helps you stay safe. Examine electrical cords to make sure they are not frayed, damaged or placed under rugs or carpets. ComEd. An Exelon company.

"Electrical Tools"
ComEd helps you stay safe. Never use electrical tools in the rain or in wet areas. Specifically, do not use electric lawn mowers on wet grass. ComEd. An Exelon company.

"Protective Gear"
ComEd helps you stay safe. Always wear appropriate protective gear like face shields, glasses, gloves and boots when using electrical tools.. ComEd. An Exelon company.

"Outlets"
ComEd helps you stay safe. Check outlets and extension cords to make sure they aren't overloaded. ComEd. An Exelon company.

"Power Lines"
ComEd helps you stay safe. Call a licensed professional if your home repairs require work near power lines. ComEd. An Exelon company.