

Commonwealth Edison Company
 Informational and Instructional Advertising Expenses
 Charged to Account 909
2014 Actual
 (In Dollars)

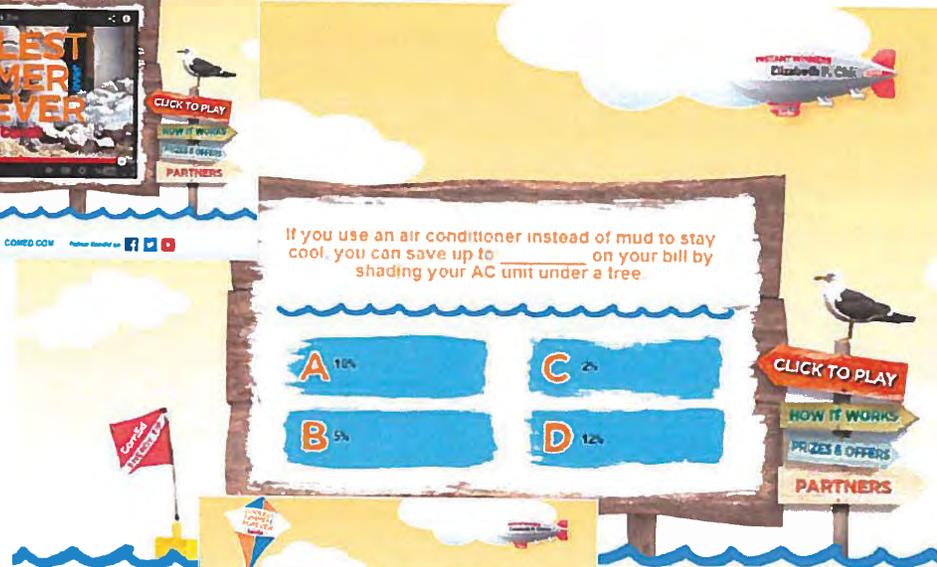
| Line No. | Topic (A) | Advertising Campaign (B) | Ad Component (C) | Total Media Cost (D) | Total Production Cost (E) |
|----------|---|--|--|-------------------------|------------------------------|
| 1 | Conservation of Energy | WTTW, WVON, and TBT Newsletter Sponsorship | TV, radio and digital | \$ 87,000 | \$ 2,500 |
| 2 | Conservation of Energy | Coollest Summer Ever | Interactive website, radio, other digital, social media | 160,586 | 215,619 |
| 3 | Conservation of Energy | Single Bulb Theatre | Interactive website, radio, other digital, social media | 58,607 | 189,043 |
| 4 | Customer Information | Billing Assistance and Bill Management | Print, Radio Tips, Live/Recorded Reads, TV Vignettes, Transit Advertising, Bill and Envelope messaging | 55,239 | 180,504 |
| 5 | Customer Information | Smart Grid/Smart Meter Program | Digital banners, radio, print, billboards, transit and videos | 431,331 | 728,003 |
| 6 | Total Jurisdictional Media and Production Costs Inormational and Eduational Advertising Expense - Account 909 | | | | \$2,108,433 |
| 7 | Professional Fees for customer information events management | | | | 740,899 |
| 8 | Payroll and related benefit charges of certain Marketing Department employees, office expense | | | | 318,449 |
| 9 | Agency fees for Informational and Educational Advertising Expenses - Account 909 | | | | 1,656,582 |
| | | | | | <u>\$4,824,363</u> |

Watch Video



Coollest Summer Ever

Play Trivia Quiz

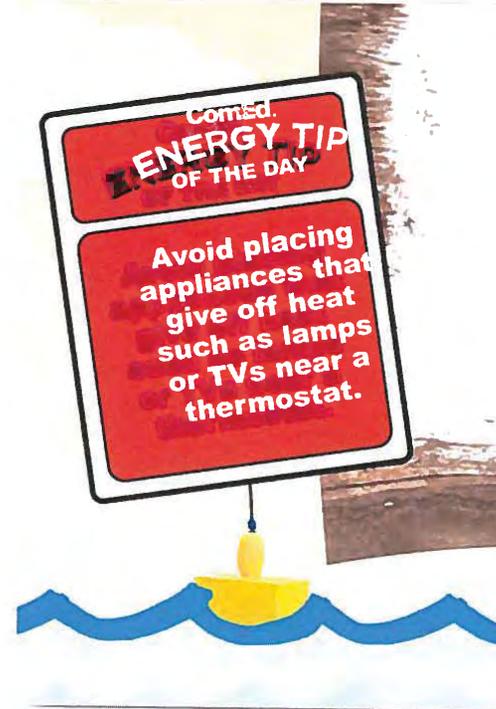


Get special offers



Learn more about energy efficiency

Coollest Summer Ever



Single Bulb Theatre



Angered by husband's behavior, woman smashing dishes



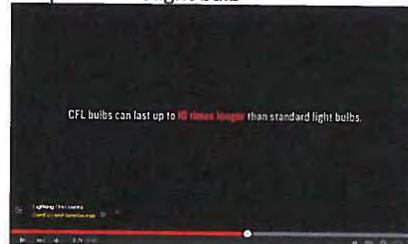
Eavesdropping neighbor:

"There are lots of ways to lower your monthly electricity bill. Always running your dishwasher with a full load is one of them. Her way is another."

Learn more at ComEd.com/HomeSavings



Improvisers banter while looking for replacement light bulb



CFL bulb can last up to 10 times longer than standard light bulbs.

Learn more at ComEd.com/SmartIdeas



Two lonesome, star-crossed pickles, exchange yearning for true love.



Announcer: "Running an old refrigerator always ends in tragedy. It consumes up to three times the energy of newer ones. But ComEd will pick up your old, working fridge for free, recycle it, and send you \$35."

Learn more at ComEd.com/FridgeRecycling

FLY AWAY, BILL

ENROLL IN eBILL TODAY FOR
YOUR CHANCE TO WIN AN iPhone 5c!
ComEd.com/eBill



ComEd. powering lives
An Exelon Company

GIVE YOUR PAPER BILL A ONE-WAY TICKET OUT OF HERE.

Switch to ebill without changing the way you pay.

ComEd ebill gives you access to your account history conveniently and securely.

- Receive email notification when your new bill is ready to be viewed
- View complete bill details anytime
- Pay your bill at ComEd.com or financial institution
- Reduce paper waste and clutter

ENROLL TODAY at ComEd.com/ebill

Enroll in ebill by 6/15/14 and be entered to win an iPhone 5c!
See ComEd.com/ebill for details.

 **Like us on Facebook for an additional chance to win.**

No purchase necessary. Existing eBill customers will be automatically enrolled in drawing. Rules apply. See ComEd.com/eBill to view rules.
© Commonwealth Edison Company, 2014



Scan here
to enroll.



**WIN AN
iPhone 5c!**

ComEd | powering lives
An Exelon Company



With less paperwork, you'll have more time to...

COOL DOWN

Enroll in eBill today for your chance to win an iPad Air®!
ComEd.com/eBill

ComEd. | powering lives
An Exelon Company

FIND A LITTLE TIME TO RELAX A LITTLE MORE.

When you participate in ComEd's eBill, things get a little easier. Enjoy less clutter, and be environmentally friendly too.

- Receive an email when your bill is ready to view
- View and pay your bill anytime online or on your mobile device

Enroll in eBill.

Enroll at ComEd.com/eBill or through your financial institution.

Do you own a business?

Enroll your business account in eBill at ComEd.com/eBill



WIN AN iPad AIR®! Enroll by 9/15/14 to be entered to win. See ComEd.com/eBill for details.

Apple® and iPad® are registered trademarks of Apple, Inc.
No purchase necessary. Open to all ComEd customers who are now or sign-up to become eBill customers.
Rules apply. See ComEd.com/eBill to view the rules.
© Commonwealth Edison Company, 2014

ComEd
An Exelon Company

powering lives



LEARN MORE ABOUT SMART METERS

Schedule a free workshop for your organization.
Email SmartMeterWorkshops@ComEd.com

Better manage your energy use.
Visit ComEd.com/SmartMeter



NEW SMART METER PUT IT TO WORK FOR YOU

Thanks for attending the smart meter workshop. The new smart meter can help you track energy use so you can make changes and save.

TODAY WE'LL COVER:

1. Smart meters and how they benefit you.
2. The smart grid and how it helps improve reliability.
3. My Energy Tools and how they can help you save.

Smart meters are part of our grid modernization project. ComEd is committed to providing improved and reliable electric service to all customers.

LEARN MORE AT:

ComEd.com/SmartGrid
ComEd.com/SmartMeter
866-368-8326

RESIDENTIAL REAL-TIME PRICING

ComEd.com/RRTP
888-202-RRTP(7787)

ENERGY EFFICIENCY PROGRAMS

ComEd.com/HomeSavings
855-IDEAS-00 (855-433-2700)

ENERGY-SAVING TIPS

ComEd.com/Tips

FINANCIAL ASSISTANCE PROGRAMS

ComEd.com/CARE
888-806-CARE (2273)



powering lives

An Exelon Company

SMART METERS

Frequently Asked Questions



NEW SMART METER



EXISTING METER

What is a smart meter?

A smart meter is a digital electric meter that collects energy-usage information and securely sends it to ComEd. This helps eliminate estimated bills. Smart meters are important building blocks of the smart grid. With a smart meter, you can access more information on how you use electricity so you can make changes that can save you money on your monthly electric bills.

What is a smart grid?

In the same way that today's smart phone technology merged the power of computers with cellular phones, a smart grid merges the power of computers with the electric grid – the electric infrastructure made up of poles, wires and substations that provides your electricity.

Why is ComEd upgrading the electric grid?

Technology has transformed our way of life, but the nation's electric grid hasn't kept up with this transformation. With a smart grid, you can expect fewer and shorter outages because ComEd can better monitor the electric grid and respond to potential problems.

How will smart meters benefit me?

You can securely access more information on your electricity use through the Internet, and then develop smarter energy habits to better manage your monthly electric bills. Smart meters also will provide access to optional pricing programs that help you save money when you voluntarily shift electricity use to times when it costs less to produce. And because smart meters automatically send meter readings to ComEd, they eliminate the need for a meter reader to visit your home. This results in lower operational costs that are fully passed on to customers.

Where will my smart meter be installed?

ComEd will install the smart meter in the same location of the existing meter.

What do I need to do?

Please make sure there is nothing blocking access to the meter, such as locked gates, locked doors, dogs or lawn furniture.

- As long as ComEd can safely access the meter at your home, you don't need to be home at the time of installation.
- If you normally have to be present to allow a meter reader access to the meter in your home, you will need to be home to allow the installer access to the meter.

What will it cost and who's paying for this?

The cost of all smart grid improvements for residential customers is about \$3 per month. Smart meters are a key component of the smart grid and will comprise approximately \$2 of this monthly cost. ComEd will fully pass on to customers the operational savings that result from smart meters which, over the next 20 years, are expected to be twice the amount of smart meter costs. You can more than offset the cost of smart meters by taking advantage of online energy-management tools offered by ComEd, and enrolling in optional pricing programs that will be available through ComEd or other electric suppliers.

Do smart meters keep energy usage data secure?

Yes. ComEd uses state-of-the-art cryptographic technologies, similar to those used by international banks and the U.S. Department of Defense to protect against hackers seeking access to its customers' personal information. ComEd encrypts all customer-related, energy-use data transmitted by its smart meters using methods similar to those used for online banking and ATMs.

Where can I find additional information?

Visit ComEd.com/SmartMeter or call 866-368-8326.