

## our strategic direction

### Protect today's value

#### Deliver superior operating performance

- Assure safety at all times
- Keep the lights on
- Maintain nuclear excellence
- Enhance environmental performance

#### Advance competitive markets

- Support the continued improvement of competitive wholesale markets
- Provide reliable, affordable, low-carbon products to customers
- Build economic new generation

#### Exercise financial discipline and maintain financial flexibility

- Maintain adequate liquidity and ensure investment grade credit rating
- Hedge market risk appropriately
- Focus on value, deploy our capital wisely

#### Build healthy, self-sustaining delivery companies

- Pursue fair regulatory treatment and restored financial health for ComEd
- Manage PECO's 2011 transition to market

### + Grow long-term value

#### Drive the organization to the next level of performance

- Continuously improve productivity
- Insist on accountability for results and values
- Foster positive employee relations
- Identify, develop and retain key and diverse talent

#### Adapt and advance Exelon 2020

- Reduce or offset our carbon footprint
- Help our customers reduce their GHG emissions
- Offer more low-carbon electricity

#### Rigorously evaluate and pursue growth opportunities and advancements in clean technology

- Aggressively pursue 'smart grid' opportunities
- Capture value from emerging renewable technologies

#### Build the premier, enduring competitive generation company

- Increase our scope and scale to succeed throughout industry cycles
- Adapt the generation portfolio to a changing marketplace