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Exelon Wins 2025 AEIC Achievement Award for POSEIDON Storm Response Tool

Cutting-edge AI analytics engine delivers real-time Estimated Time of Restoration (ETR) to Customers

Chicago, IL— November 6, 2025 — The [Association of Edison Illuminating Companies](#) (AEIC), the electric utility industry's leading authority for operational excellence, announced today that [Exelon Corporation](#) has received one of the Association's 2025 Achievement Awards.

The AEIC Achievement Awards are presented annually to member companies who have clearly demonstrated significant contributions to advancing operational excellence in the electric utility industry.

Exelon was recognized for POSEIDON--Personalized, & Optimized Storm ETR Information Delivery & Outage Notification—a cutting-edge AI analytics engine that delivers real-time Estimated Time of Restoration (ETR) during storms, offering enhanced, granular insights by seamlessly integrating historical and live storm restoration data.

Traditionally, managing storm response has relied on manual data aggregation and broad regional estimates, often resulting in inaccurate or delayed customer communication. By generating customer-specific ETRs from the onset of a storm, POSEIDON tailors the customer experience and ensures accurate, personalized updates throughout the event. Developed entirely in-house, from concept to implementation, POSEIDON is live at all of Exelon's six operating utilities and is actively utilized during live storm events.

While many ETR tools are designed from an operational perspective to help storm teams plan the restoration process, POSEIDON uniquely focuses on addressing customer needs during these hectic times. This customer-centric approach differentiates POSEIDON from existing and upcoming tools in the industry. POSEIDON has a meaningful impact on all aspects of outage communication, including strategic planning, call centers, web and mobile services, and messaging and process streamlining.

"POSEIDON'S comprehensive approach makes it a transformative solution for outage management and customer communication," said Steve Hauser, CEO, AEIC. "Our member companies, through AEIC's Storm Team, routinely collaborate and share best practices around storm planning and response. Exelon has built an innovative, industry-leading solution from which all utilities can learn."

Exelon was presented with the award on Friday, November 6th at AEIC's 141st Annual Meeting in Charleston, SC. To see a full list of 2025 AEIC Achievement Award recipients, visit <https://aeic.org/achievement-awards/>.

About AEIC

AEIC brings together the electric utility industry's leading operations experts to rise to challenges, accelerate opportunities, and achieve excellence in all aspects of generation, transmission, distribution, and storage of electric power for the benefit of its members, the industry at large, and consumers, worldwide.

Founded by Thomas Edison and his associates in 1885, AEIC is the electric utility industry's longest-serving and preeminent association. Today, AEIC's members work closely together to share knowledge and provide guidance to the industry essential to achieving a modernized grid that delivers a secure energy future for all. To learn more about AEIC, its technical committees, and member companies, visit <https://aeic.org/>.

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