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# NEWS

## Customers help Minnesota Power achieve state energy savings goal

Duluth, Minn. — Minnesota Power credits its customers and their commitment to using electricity more efficiently in helping the company deliver on the state of Minnesota's energy savings goal in 2013.

Whether it was assisting with project design, providing product information or calculating cost and kilowatt hour savings, Minnesota Power's conservation team worked with customers to find specific ways to reduce energy use.

Those efforts paid off by saving more than 77,000,000 kilowatt hours of electricity in 2013. That's the equivalent of powering more than 8,500 homes for a year. Put another way, the savings reduced emissions of carbon dioxide by more than 82,000 tons, which is comparable to taking more than 16,000 cars off the road for a year.

Minnesota Power reported the 2013 energy savings in its annual Conservation Improvement Program report filed recently with the Department of Commerce and the Minnesota Public Utilities Commission. Total energy saved in 2013 was 2.5 percent of eligible retail sales, well above the state goal of 1.5 percent. Minnesota Power has delivered at or above the 1.5 percent savings target since the goal went into effect in 2010.

"A strong performance like this wouldn't be possible without customers who are committed to making energy efficiency a priority," said Tina Koecher, manager of billing and efficiency at Minnesota Power. "Our Power of One® program remains an important part of the many services Minnesota Power offers, and we work hard to help customers make informed choices about how they use the vital energy we provide for their homes, businesses, and communities."

Power of One® is Minnesota Power's leading-edge conservation program and a key element of Energy**Forward**, the company's resource strategy for providing affordable, reliable and environmentally compliant electric power through a balanced energy mix of one-third renewable energy, one-third natural gas and one-third coal.

Several Minnesota Power customer success stories are highlighted in the report to the Commerce Department and MPUC. They include:

- Canal Park Brewing Co. The brewery's energy efficient choices included LED lighting, high-performance rooftop air conditioning units, Energy Star® kitchen equipment and a special heat-exchange system.
- Great Lakes Aquarium. The aquarium installed LED lighting on the water wall in the lobby and replaced pumps for tanks and filtration systems with energy-efficient, variable speed models.

- Commercial real estate developers Joseph Peterson and Steve Paulson. The developers decided to use LED exterior and parking lot lighting at three key properties: Hermantown Square, Maple Square and Sugar Maple Crossing.

Find more about these customers and other energy efficiency success stories at [www.mnpower.com/EnergyConservation/CustomerProfiles](http://www.mnpower.com/EnergyConservation/CustomerProfiles).

Find more information about saving energy and the Power of One® at [www.mnpower.com/EnergyConservation](http://www.mnpower.com/EnergyConservation)

Minnesota Power provides electric service within a 26,000-square-mile area in northeastern Minnesota, supporting comfort, security and quality of life for 143,000 customers, 16 municipalities and some of the largest industrial customers in the United States. More information can be found at [www.mnpower.com](http://www.mnpower.com).

*The statements contained in this release and statements that ALLETE may make orally in connection with this release that are not historical facts, are forward-looking statements. Actual results may differ materially from those projected in the forward-looking statements. These forward-looking statements involve risks and uncertainties and investors are directed to the risks discussed in documents filed by ALLETE with the Securities and Exchange Commission.*

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