



For Immediate Release
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Minnesota Power unveils new energy savings tool for homeowners

Duluth, Minn.—Minnesota Power is unveiling a powerful new approach to help homeowners reduce their energy usage and monthly bills.

An invitation to receive a free **Your Home Energy Report** is being sent the month of September to Minnesota Power residential customers in Duluth and Hermantown. The survey and resulting report offers customized electric usage data with sensible ideas designed to help homeowners conserve energy.

“We have been helping customers for the past twenty years become more energy efficient,” said Minnesota Power Communications Manager Amy Rutledge. “We’re excited to be able to offer residential customers a new tool as part of our Power of One[®] conservation program. Customers can make energy wise choices without sacrificing comfort in their homes.”

Your Home Energy Report provides easy to understand information and solutions, including:

- How your household uses electricity for heating, lighting, cooking, etc.
- Month-to-month comparisons of your electricity usage
- Your electricity cost and usage compared to similar households
- Energy savings tips specific to your home and family
- Program opportunities that may help you save money

“We understand these are challenging economic times, and during a time of increasing rates we want to offer our customers real life conservation tools to help manage their costs and get the most out of their energy dollar,” Rutledge said. “The energy saving tips designed specifically for their home may actually help lower their costs.”

Customers can complete the survey online to receive an immediate electronic copy of the report and ways to start saving. To access **Your Home Energy Report** go to: www.mnpower.com/homeenergyreport.

Customers who mail in their completed questionnaire will receive their home energy report within three weeks. The energy awareness and savings campaign is part of a two-phased project. Phase Two will include conducting a time-of-use (TOU) pilot with selected customers utilizing a “smart meter,” programmable thermostats, and an in-home display depicting the TOU rate so customers can further control their energy costs.

Minnesota Power, a division of ALLETE provides retail electric service within a 26,000-square-mile area in northeastern Minnesota to 145,000 customers and wholesale electric service to 16 municipalities. More information can be found at: 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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