

**May 11, 2007**

**ALLETE (Minnesota Power) tops in favorability**

ALLETE, Inc., (Minnesota Power) received the highest favorability rating of eight Duluth area institutions in research commissioned by the Western Lake Superior Sanitary District (WLSSD) and conducted late in 2006 by Zenith Research Group of Duluth.

Asked to state whether their opinions were "very favorable," "somewhat favorable," "somewhat unfavorable" or "very unfavorable," 64.8 percent of respondents said their views of ALLETE (Minnesota Power) were "very favorable," higher than that same rating for the City of Duluth, the Duluth Area Chamber of Commerce, Sappi Fine Paper, St. Mary's Duluth Clinic, School District No. 709, the University of Minnesota-Duluth or the WLSSD.

ALLETE (Minnesota Power) ranked seventh in the "somewhat favorable" category, in which the highest rated was the City of Duluth, and eighth in the "somewhat unfavorable" and "very unfavorable" classifications.

Zenith Research based its findings on 610 interviews of persons living in and near Duluth. The findings have a statistical reliability factor of plus or minus 4 percent at a 95 percent confidence level.