



For Immediate Release:

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NEWS

Minnesota Power has an app for that

New, free smartphone apps display Minnesota Power outage information

Duluth, Minn.—Minnesota Power customers will now be able to get near real-time information about electric outages and interact with the utility using new mobile phone applications they can download free of charge.

Minnesota Power's new mobile outage app, available for iPhone, Blackberry and Android devices, will display power outages on a scalable map, estimated restoration times, a summary of outages by area and a quick link to report a power outage.

This free mobile app is now available for download through Minnesota Power's outage center at www.mnpower.com or from the online app stores for each of the three major smart phone devices. Use "Minnesota Power" in the search field to find the application appropriate to your device. The iPhone app is also compatible with iPod Touch and iPad.

Minnesota Power is among the first utilities in the nation to offer smart phone power outage information on a near real-time basis (the outage map refreshes every 15 minutes).

The app's interactivity is useful for Minnesota Power customers who lose electric service and want to report the outage by cell phone and check on the status of power restoration. Minnesota Power wants its customers to notify the company when they've lost power because it helps the company determine the extent and location of the outage.

Minnesota Power's outage management system relies on customer account telephone number information so the company can identify customers and their location quickly when a power outage is reported. Customers can update their land-line or cell phone numbers by writing them on the back of customer bills or by accessing an online request form at http://www.mnpower.com/customer_service/forms/frm_verify_contact.html.

With this new app, customers will have access to the same information provided on the Minnesota Power online outage map introduced last October. Outage data is displayed using an interactive storm center map, and summary information by city or neighborhood is available in a chart format as well as the ability to check the status of their outage by specific address.

Data from the Storm Center site is delivered directly to the app from the company's outage management system, including estimated restoration times once the outage is assessed by field crews.

NOTE TO NEWS EDITORS: *Information about electricity outages in Minnesota Power's service territory will still be available through the company's Public Affairs office. However, much of the same information can be obtained faster and more directly using the new mobile outage app, or by accessing Minnesota Power's outage information center, online, at http://www.mnpower.com/outage_center/index.htm.*

Minnesota Power provides retail electric service within a 26,000-square-mile area in north eastern Minnesota to 146,000 customers and wholesale electric service to 16 municipalities. More information can be found at: www.mnpower.com.

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