



For Release: Immediate

MEDIA ALERT

Request to conserve energy during heat advisory

Duluth, Minn.—The MISO electric grid that serves all customers in the upper Midwest, including central and northern Minnesota, is experiencing peak heat/peak energy use days through Saturday, July 7. The average temperature across the region will be 95 degrees.

Minnesota Power is asking customers to please conserve power; especially during the hours between 4 and 8 p.m. Consider turning off any unnecessary lights and electronics during those hours; postponing the use of major appliances until after 8 p.m.; and temporarily raising the temperature setting of your thermostat to 77 degrees. Thank you for your cooperation.

For more conservation tips, visit our Power of One Energy conservation site at:
www.mnpower.com/powerofone

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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