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NEWS

Minnesota Power connects with customers through conservation to exceed state energy savings goal

Duluth, Minn.— The smart choices customers made about how they can use electricity more efficiently helped Minnesota Power deliver yet again on the state of Minnesota’s energy savings goal.

Minnesota Power reported 2014 energy savings in its annual Conservation Improvement Program filing today with the Minnesota Public Utilities Commission and the Minnesota Department of Commerce. Total energy saved in 2014 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.

Minnesota Power’s conservation team worked with business, commercial and residential customers to find specific ways to reduce energy use, and those efforts paid off by saving more than 76,000,000 kilowatt hours of electricity in 2014. That’s the equivalent of powering more than 8,400 homes for a year. Put another way, the savings reduced emissions of carbon dioxide by more than 81,000 tons, which is comparable to taking about 16,000 cars off the road for a year.

“Customer engagement and customer choices about how they use energy are at the heart of our Power of One® program success,” said Tina Koecher, manager of customer solutions for Minnesota Power. “We connect with customers to help them find the best fit approaches for energy efficiency in their homes or businesses and to help ensure they get the most for their energy dollars.”

Power of One is Minnesota Power’s leading-edge conservation program and a key element of EnergyForward, 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.

The experiences of Minnesota Power customers help bring the statistics on energy savings to life. Several customers are highlighted in the report’s “Success Stories” and include:

- Magnetation. Since 2010 the Power of One team has helped this innovative company that produces iron ore concentrate to identify and install many energy-saving technologies at its plants in Coleraine and Bovey, Minn. Those technologies range from LED lighting to variable frequency drive motors, high performance pumps and Energy Star® transformers.

- Gramma Polo's. The owners of this Scanlon, Minn., liquor store wanted to make their business as energy-efficient as possible. They worked with Minnesota Power to choose energy-efficient LED lighting and high performance mechanical and refrigeration systems. An energy recovery ventilator delivers "free cooling" to the walk-in cooler in winter using outdoor air.
- City of Duluth. Working with the city's Energy Team, Minnesota Power offers expertise on energy-saving technologies, project design assistance, research resources, energy- and cost-saving calculations, and incentive support. In 2014, projects included parking ramp lighting and controls, IT controls, HVAC controls, elevator upgrades, and Lakewalk and street lighting improvements.

Find more about these customers and other energy efficiency success stories at www.mnpower.com/EnergyConservation/CustomerProfiles.

Find more information about saving energy and the Power of One at 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.

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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