

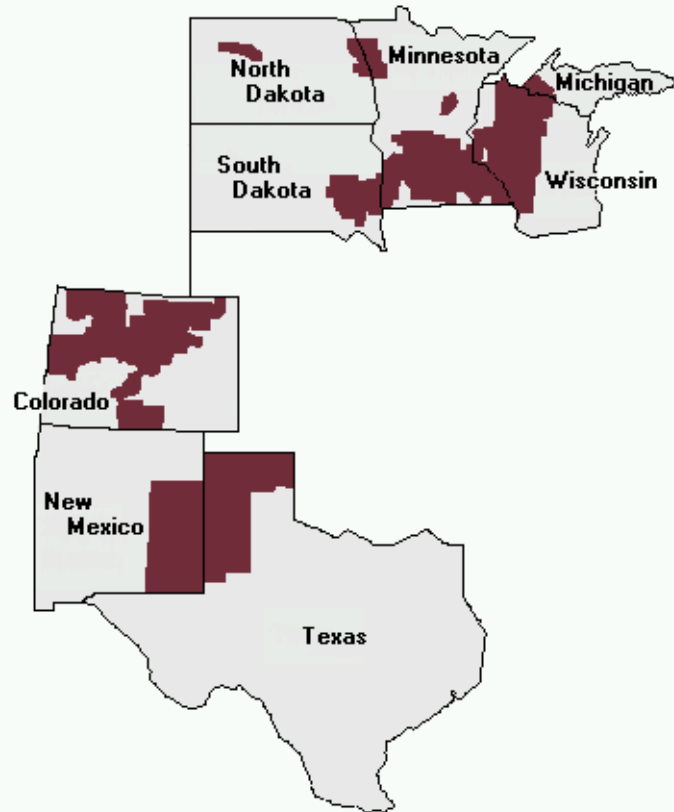
Grassroots Marketing and Windsource[®]

Steve Mudd, Product Manager, Windsource
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About Xcel Energy

- Investor-owned electric and natural gas utility
- Annual revenues of \$10 billion
- 8 states
- 3.3 million electricity customers; 1.8 million natural gas customers
- Dow Jones Sustainability Index



*Xcel Energy is the #1 provider of wind energy in the country **

- Xcel Energy retains this ranking for the third straight year.

Investor Owned Utility	Total installed MW
Xcel Energy	2,635
MidAmerican Energy	1,201
Southern California Edison	1,026
Pacific Gas & Electric	878
Luminant (formerly TXU)	704

* Source: American Wind Energy Association 2008 Annual Rankings Report, April 2008



*Xcel Energy ranks #5 in total solar capacity **

Rank	Investor Owned Utilities
1	Southern California Edison (CA)
2	Pacific Gas & Electric Company (CA)
3	Nevada Power/Sierra Pacific Power (NV)
4	San Diego Gas & Electric Co. (CA)
5	Xcel Energy (CO)

* Source: Solar Electric Power Association 2007 Annual Rankings Report, July 2008



About Windsource

- Three separate programs: Colorado, Minnesota, and New Mexico
- #1 voluntary renewable energy program based on total number of customer participants in 2007: 72,032 (Source: NREL)
- #5 in terms of MWh, 326,554 MWh of sales
- 2008 Average Pricing
 - Minnesota: \$0.69 per 100 kWh block
 - Colorado: \$1.63 per 100 kWh block

Boulder Wind Challenge



- Part of a larger suite of programs in Boulder to address climate change
- Funded through a Climate Action Plan (CAP) tax
- www.beclimatesmart.com
- Goal setting for increasing the number of residents and businesses using renewable energy
- Work with several companies to promote their renewable offerings
- Advertising, community event participation



Boulder Wind Challenge



- **What does Xcel Energy do?**
 - ▣ **Work closely with Boulder to develop messaging and materials**
 - ▣ **Sent model wind turbine**
 - ▣ **Provide data to track progress**
 - ▣ **Funding**
 - ▣ **Participation**
- **Result: 9% increase in participation**



Minnesota Living Green Expo

- Minnesota's largest environmental event
- 22,000 people attended
- 200 environmental exhibitors
- www.livinggreen.org

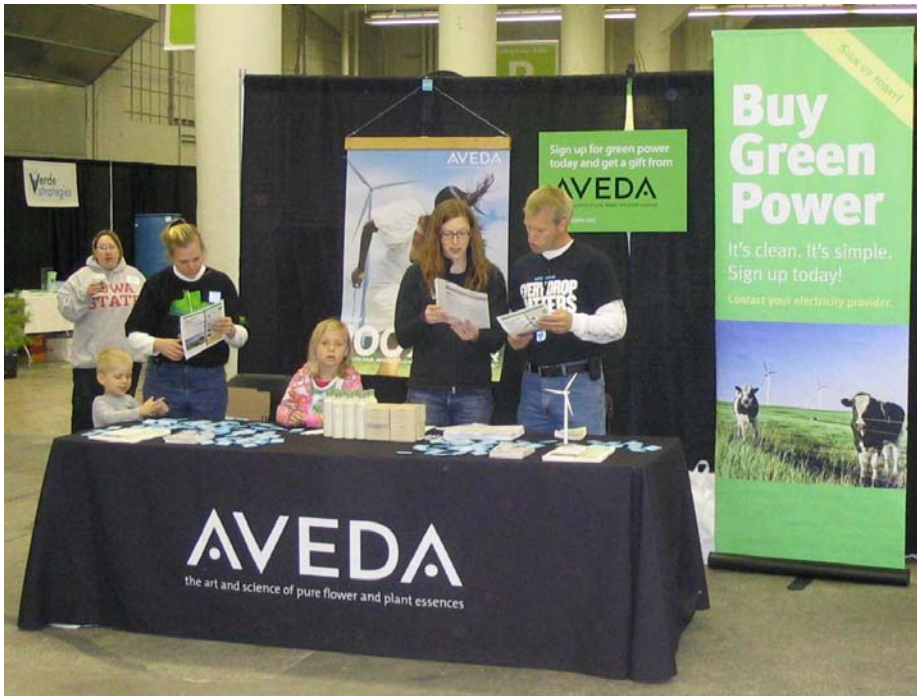


Minnesota Living Green Expo

- What does Xcel Energy do?
 - Booth promoting our environmental initiatives
- What did I do?
 - Showed up to answer questions



Minnesota Living Green Expo



- Result: Several hundred new sign-ups
- Aveda gave away bars of soap or shampoo to anyone who signed up for green energy

Key learnings

- There are low-cost resources to grow your program based on the passion of the environmental movement
- Value in the supply chain
 - ▣ Employees
 - ▣ Suppliers
 - ▣ Friends
 - ▣ Community
- Your customers can demonstrate their commitment to the environment by helping you grow your program
- Your customers can sometimes influence someone to buy your product more effectively than you can.

Where are we going?

- **Windsource envirobug logo**
- **Press release template**
- **Poster template**
- **Increased recognition**
- **Event participation: retiree army**



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