



## News Release

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### **Black Hills Energy Lights-Up Community with LEDs**

*LED Street Lighting Initiative will Study Energy Efficiency and Lighting Characteristics*

*Event to be Held Thursday, June 18 at CSU-Pueblo, KTSC-TV Lobby to Launch Project*

**PUEBLO, Colo., June 16, 2009** – Black Hills Energy - Colorado Electric (NYSE: BKH), in partnership with the City of Pueblo and the Colorado State University - Pueblo, today announced the launch of its LED Street Lighting pilot initiative. The program is designed to study the feasibility of utilizing LED street lighting for increased energy efficiency.

“We’re proud to be a part of this initiative and continue our energy efficiency leadership through unique implementations,” said Gary Stone, Vice President of Operations for Black Hills Energy’s Colorado Electric utility. “With our partnerships with the City of Pueblo and Colorado State University – Pueblo, we have the opportunity to increase our energy efficiency in the Pueblo community.”

This two-year pilot program will monitor 17 LED – an abbreviation for light-emitting diode – street lights strategically positioned around the Pueblo community. Specifically, 10 LEDs have been installed on Bonforte Blvd. in Pueblo, Colo., from Mac Alester Road to State Highway 47; five are on the Colorado State University – Pueblo campus; and two are in Pueblo West for severe lightning testing. The LED street lights were installed on June 5, 2009.

“The City of Pueblo has used LED traffic signals for almost 10 years and has realized a savings of approximately 70 percent in energy costs as compared to the previously used incandescent fixtures,” said Pepper Whittlef, Traffic Engineer for the City of Pueblo. “This proven success prompted us to work with Black Hills Energy to launch an LED Street Lighting initiative to further our leadership position as a community that focuses on the future.”

A Greater Pueblo Chamber of Commerce “Business after Hours” event will be held to promote the initiative at 5 p.m. on Thursday, June 18 in the KTSC-TV lobby on the CSU-Pueblo campus.

“With our faculty and students conducting the two-year pilot study on the feasibility and energy efficiency of the LED street lights, the University fulfills three major strategic goals – providing hands-on collaborative research opportunities for our students, forming innovative partnerships with area businesses, and giving back to our community and region,” said CSU-Pueblo President Joseph Garcia. “The only other schools conducting similar studies are large, research universities, such as University of Michigan-Ann Arbor, University of Texas- Austin, and North Carolina State University in Raleigh, so we are in good company.”

For additional information regarding this initiative, please visit [www.blackhillsenergy.com/community/initiatives/led/](http://www.blackhillsenergy.com/community/initiatives/led/) or [www.pueblo.us](http://www.pueblo.us) or e-mail [ledstreetlights@pueblo.us](mailto:ledstreetlights@pueblo.us).

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#### **ABOUT BLACK HILLS ENERGY – COLORADO ELECTRIC**

Black Hills Energy – Colorado Electric is the business name adopted for Black Hills/Colorado Electric Utility Company, L.P., a subsidiary of Black Hills Corp. (NYSE: BKH). Black Hills Corp. is a diversified energy company with a tradition of exemplary service and a vision to be the energy partner of choice — based in Rapid City, S.D. Black Hills Energy – Colorado Electric has an operations office in Pueblo, Colorado and serves 93,300 electric customers in 21 southeastern Colorado communities.

#### **ABOUT THE CITY OF PUEBLO**

The City of Pueblo is home to approximately 104,000 people and is located where the Arkansas and Fountain Rivers meet in southeastern Colorado. Known for years as “The Steel City”, Pueblo is still one of the largest steel producers in the United States. Pueblo is also known as “The Home of

Heroes” because four Congressional Medal of Honor winners -- more than any other city in the United States-- can claim Pueblo as their hometown. After weathering economic downturns in the 1980’s, city leaders refashioned the city’s economic base by convincing voters to pass a half-cent sales tax to help attract new industry to the community. Dozens of new companies attracted by incentive packages funded by the sales tax set up business at the Memorial Airport Industrial Park. Today, Pueblo is known as one of the most progressive cities in the state with an emphasis on renewable energy. The city’s latest economic success comes via Denmark. The Vestas Corporation, the Danish based manufacturer of wind turbines, announced in 2008 that it would build its largest plant at the Airport Industrial Park in Pueblo.

### **ABOUT COLORADO STATE UNIVERSITY – PUEBLO**

Colorado State University - Pueblo is a regional, comprehensive university of nearly 5,000 students emphasizing professional, career-oriented, and applied programs. Displaying excellence in teaching, celebrating diversity, and engaging in service and outreach, CSU-Pueblo is distinguished by access, opportunity, and the overall quality of services provided to its students.

