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**BLACK HILLS ENERGY'S EFFICIENCY PROGRAMS  
OFFER HOMEOWNERS UP TO \$1,000 IN INCENTIVES**

***Partnership with Colorado Governor's Energy Office Allows Easier Access To Low-Income Programs***

FOUNTAIN, Colo., Aug. 28, 2009 – It certainly pays to be efficient these days. Energy efficient, that is. After all, Black Hills Energy provides qualifying Colorado natural gas customers with a free energy audit and financial incentives of up to \$1,000 for use in updates or improvements to home energy systems. The American Recovery and Reinvestment Act provides federal tax credits of up to \$1,500 on eligible energy-efficient purchases throughout the home. And now Black Hills Energy will be providing energy efficiency funding to the company's qualifying low-income customers through the Colorado Governor's Energy Office.

“Black Hills Energy firmly believes that helping customers manage their utility bills and save energy are valued components of providing safe, reliable energy service,” said Ivan Vancas, vice president of natural gas operations for Colorado and Kansas. “Saving you money by helping you conserve energy is the number one goal of our energy efficiency programs,” he said.

The new partnership with the Governor's Energy Office gives eligible low-income participants easy access to receive, if applicable, ceiling, wall and crawl space insulation, and high-efficiency furnace and water heater replacements, all funded by Black Hills Energy. Applicants are urged to visit [www.colorado.gov/energy/](http://www.colorado.gov/energy/) or call the Governor's Energy Office at (303) 866-2100 for details and applications.

Beyond the new rebates and assistance, Black Hills Energy's Weatherization Team program annually sends employee volunteers and their community partners out to insulate homes for customers unable to do so because of financial, health or age restrictions. The program provides an opportunity to champion efficiency measures that almost anyone can do for just a few dollars on a weekend afternoon, resulting in lower year-round energy costs. Now, with Black Hills Energy's residential and commercial rebate programs, even more customers are reaping the benefits of good energy habits.

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“In this economy, every dollar counts,” said Matt Daunis, Black Hills Energy’s director of energy efficiency, “and the last thing people want is for their cooling in the summer time or their heating in the winter leaking away needlessly. We’re pleased to be working with the Governor’s Energy Office and other agencies to distribute the rebates and information available to energy-conscious consumers.”

The Black Hills Energy programs for Colorado natural gas customers include

- Appliance Rebates
- Furnace Replacement Rebates
- Home Envelope Rebates
- Innovative Heating Technologies Rebates
- Water Heater Rebates
- Thermostat & Furnace Maintenance Rebates
- Free Residential Energy Audit (Required Prior To Qualifying For Home Envelope Rebates)

“During a home audit, the adviser will check insulation levels, equipment and operating conditions, air infiltration levels and even behavioral factors that influence how much energy is really being used,” Daunis said. “For example, a lot of times, residents don’t realize they’re leaving their thermostats set at an expensive and unnecessary level each day when they leave for work and a home is unoccupied. An energy auditor can help pinpoint these kinds of issues and help people find workable solutions that save money and increase comfort.”

Energy-saving tips, assistance agency listings and other information can be found at [blackhillsenergy.com](http://blackhillsenergy.com). The Black Hills Energy Efficiency Hotline is 888-567-0799, and forms and details for all the available energy efficiency programs can be found at [BHEhowto.com](http://BHEhowto.com).

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Black Hills Energy serves 68,400 natural gas customers in 28 Colorado communities. Black Hills Energy is part of Black Hills Corp. (NYSE: BKH) — 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. The company has other main offices in Golden, Colo., and Omaha, Neb. Black Hills Corp.’s regulated utilities serve 759,000 electric and natural gas utility customers in Colorado, Iowa, Kansas, Montana, Nebraska, South Dakota and Wyoming. The company’s non-regulated businesses generate wholesale electricity, produce natural gas, oil and coal, and market energy. Black Hills employees partner to produce results that improve life with energy. More information is available at [www.blackhillscorp.com](http://www.blackhillscorp.com).