



**Black Hills Contact Information:**

Tom Kirkpatrick (719) 546-6534  
Media Relations (866) 243-9002

### **Black Hills Energy Launches Refrigerator Pickup Program as Part of its Energy Efficiency Plan**

#### *New Program Incentivizes Customers to Stop Wasting Energy*

**PUEBLO, Colo., March 8, 2010** – Today, Black Hills Energy (NYSE: BKH) announced the introduction of a Refrigerator Pickup Program to help its residential and small commercial customers use energy more efficiently. The program is a part of the company's energy efficiency plan and long-term effort to reduce the consumption of electricity by five percent by 2018.

Black Hills Energy's Refrigerator Pickup Program encourages residential and small commercial customers to turn in old inefficient operational refrigerators. In partnership with JACO Environmental, a company that specializes in this program, Black Hills Energy works with customers to get these inefficient refrigerators off the electric system and dispose of them in an environmentally safe and responsible manner. As part of the program, a \$30 rebate will be offered to the customer per qualifying refrigerator unit.

"We are committed to helping our customers reduce their energy use by becoming more energy efficient," said Gene Mantei, Black Hills Energy's Consumer Market & Demand Side Management Activities Manager. "As part of our energy efficiency plan we have designed programs that provide each of our customers with an opportunity to participate, including our newly-launched Refrigerator Pickup Program that we hope our customers take advantage of."

Black Hills Energy's three-year energy efficiency plan was announced and approved by the Colorado Public Utilities Commission in 2009 and provides customers with financial incentives to install and use a variety of energy efficient products, including compact fluorescent lamps, air conditioners, evaporative coolers, commercial and industrial HVAC, electric motors and high efficiency lighting. To help customers decide how they can participate in this energy efficiency effort, Black Hills Energy is offering 11 target-market specific programs, each one tailored to residential, commercial or industrial customers.

For more information on each of the programs and how you can qualify, please visit [www.BHEhowto.com](http://www.BHEhowto.com), or call 888-567-0799 for additional information.

+++

**Black Hills Energy - Colorado Electric**

Black Hills Energy serves 93,300 electric customers in 21 southeastern 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 — is based in Rapid City, S.D., with corporate offices in Denver, Colo., and Omaha, Neb. The company serves 759,000 natural gas and electric 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).