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**BLACK HILLS ENERGY PREPARED TO HELP
CUSTOMERS MAINTAIN NATURAL GAS SERVICE**

Customers with payment issues should contact the company before April 2 to learn their options

WEST DES MOINES, Iowa, March 15, 2010 – The abundance of clean, reliable natural gas has contributed to lower prices than last year, and that trend is anticipated to continue. But the long, cold winter has left some people struggling to pay their natural gas bill, and Black Hills Energy wants to help.

Black Hills Energy is urging customers with payment issues to either call the company's 24-hour customer service center at 888-890-5554 or visit blackhillsenergy.com by April 1. That date marks the end of the state's "Cold Weather Rule," which prohibits bill-based service disconnections below certain temperatures and provides for special payment arrangements to those in need. Effective April 2, residential customers who are behind on their natural gas payments are subject to the disconnect process.

"All Black Hills Energy customers have benefited from lower natural gas prices," said Trent Cozad, vice president, Gas Supply Services, Black Hills Energy, "but we recognize customer bills are higher because of colder-than-normal weather this winter and resulting higher natural gas usage. Prices this winter in Iowa are approximately 15 percent lower than last year. Barring unforeseen economic turns or weather-related interruptions, the trend toward lower prices is forecast to continue for the near future. However, we do understand that some customers face challenges, and we want to help them maintain their natural gas service."

Customers may contact the Iowa Department of Human Rights to see if they qualify for LIHEAP or other energy assistance, or Black Hills can identify energy assistance resources for them if they contact the company.

Black Hills Energy customers who want to help those in need can contribute a monthly or one-time contribution to the Black Hills Cares energy assistance program anytime. Contributions are tax deductible and Black Hills matches them dollar-for-dollar before forwarding the total to local assistance agencies. In Iowa, the Iowa Community Action Association distributes Black Hills Cares funds to Black Hills customers. Customer bill-stubs include a donation form and more information is available at blackhillsenergy.com.

Black Hills Energy serves 149,700 natural gas customers in 130 Iowa communities, and is a proud recipient of the U.S. EPA 2009 ENERGY STAR® Leadership in Housing Award. 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., with corporate offices in Denver and Omaha, Neb. The company serves 763,300 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.

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