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BLACK HILLS ENERGY NOTIFIES CUSTOMERS THAT CALLS ASKING FOR CASH TO COLLECT PRIZE ARE FRAUDULENT

PUEBLO, Colo., May 7, 2010 – Public safety is a top priority for Black Hills Energy. That’s why the company is advising its customers not to pay cash or sign any waivers to collect a prize or a check from Black Hills Energy. If in doubt, customers should call Black Hills Energy at 888-890-5554 before signing anything or paying cash to anyone identifying themselves as associated with Black Hills Energy, even if the person claims to be an attorney.

A resident near Florence this week reported that she was contacted by someone claiming to be an attorney. The caller informed the resident she had won a prize of \$5 million in a drawing conducted by “local utilities” and needed to pay \$280 in cash to collect the check. Law enforcement authorities familiar with this kind of fraud indicated that if the resident had indeed paid the cash, the “attorney” would require her to sign a waiver in exchange for a \$5 million check, which she would later be unable to cash.

Black Hills Energy does not have any kind of prize drawing program currently running, and will never require a customer to pay cash in order to collect a prize. Customers are urged to contact Black Hills Energy if they encounter an uncomfortable or unfamiliar situation as a result of any representation of Black Hills. Black Hills Energy customer service associates are available 24 hours a day, seven days a week, and can be contacted toll-free at 888-890-5554.

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 — 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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