

Residential Demand Controller Program



Save Up to 30 Percent Annually
on Your Home Energy Costs

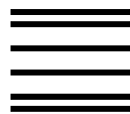
Black Hills Power Office Locations

Belle Fourche	620 State Street
Custer	447 Mount Rushmore Road
Deadwood	425 Cliff Street
Hot Springs	401 North River Street
Newcastle, Wyo.	333 West Main
Newell	121 Third Street
Rapid City	409 Deadwood Avenue
Spearfish	145 East Hudson
Sturgis	1060 Main Street

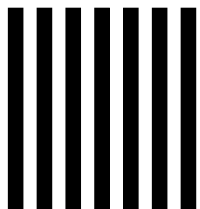
800-742-8948
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Rapid City, SD 57709



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Improving life with energy



What is the Residential Demand Service Rate?

The Residential Demand Service Rate is an alternative electric rate Black Hills Power offers customers who control their energy usage during peak hours.

Unlike typical residential rate, demand billing is divided into two parts. The first is a kiloWatt-hour charge similar to a typical rate, but less expensive. The second portion is a demand charge which represents your peak electricity demand during each billing period.

If your electric usage averages 1,000 kWh or more each month, you could save up to 30 percent on your energy costs with a Demand Controller unit installed in your home.

How Do You Measure Demand?

Your demand is the rate at which you use electricity during a 15-minute period. As you turn on additional lights and appliances, you increase your demand.

How Does A Demand Controller Work?

A Demand Controller works much like a cruise control on your car. It continuously monitors the rate of electrical demand and calculates the average level of demand. As the demand climbs, and just before the demand reaches a preset limit determined by you, it begins to reduce electric loads.

Electric loads controlled by the Demand Controller include electric heating and cooling systems, hot tubs, water heaters and clothes dryers.

It DOES NOT CONTROL the television, microwave, range, other small appliances or the lights in your home.

Who Controls the Demand Level?

You do. Peak level settings may vary from season to season and are dependent upon the size and efficiency of your home, what appliances you have, and how you want to use electricity. Each user is unique, so peak level settings that work for your neighbor may not be right for you. For questions on setting your demand controller, contact Black Hills Power.

What is the Maximum Value Feature?

The Maximum Value Feature allows you three times on-peak demand during off-peak hours, yet you still pay the lower total usage rate. Your savings could be substantial.

Summer Season (Weekdays): April 1 through Oct. 31

- On-Peak Time Period: 10:00 a.m. to 10:00 p.m.
- Off-Peak Time Period: 10:00 p.m. to 10:00 a.m.

Winter Season (Weekdays): Nov. 1 to March 31

- On-Peak Time Period: 7:00 a.m. to 11:00 p.m.
- Off-Peak Time Period: 11:00 p.m. to 7 a.m.

Weekends: All weekends are considered Off-Peak Time Periods

Off-Peak Weekend Time Periods

- Summer: 10:00 p.m. Friday to 10:00 a.m. Monday
- Winter: 11:00 p.m. Friday to 7:00 a.m. Monday

The following holidays are considered Off-Peak:

New Year's Day, President's Day, Memorial Day, Independence Day, Labor Day, Veteran's Day, Thanksgiving Day and Christmas Day.

How Can I Get Started?

Call Black Hills Power at 800-742-8948 for a FREE cost comparison. We will compare your current rates with residential demand service rates to estimate your actual savings.

Demand Lower Energy Bills!

YES - I am very interested in lowering my monthly electric bills. Please contact me.

Fill out the customer card, detach and mail to Black Hills Power

A representative will contact you to discuss our Demand Control program in more detail.

Customer Information

Name: _____

Do you own the home? YES NO

Service Address: _____

City: _____

State: _____ Zip: _____

Phone: (h) _____ (w) _____

E-mail: _____

For detailed information about the products, services and rebate programs available from Black Hills Power, visit www.blackhillspower.com or call **800-742-8948**.

Program Incentives

New and Existing Homes

- 0% Financing for Demand Controller unit with 12 monthly payments through Paid by Bank
- Cash Back Certified Installer Rebate of \$250
- Free personal Demand Controller instructional from BHP Technician after installation