

www.blackhillspower.com

Now you can demand lower electric bills!

It's easy to sign up.

Fill out this reply indicating your interest in participating in the Residential Demand Service Rate Program. We will contact you immediately to review your monthly energy usage and present you with an electric cost comparison in order to determine whether you qualify for the program.

- YES!** I am very interested in lowering my monthly electric bills. Please contact me immediately.
- I would like an Electric Cost Comparison completed for my home and sent to me.
- I already own a Demand Controller, but would like more information on the Maximum Value Feature for existing Demand Controller customers.
- I just purchased a home with an existing Demand Controller. I would like instructions on how to operate it and receive the maximum benefits from the program. Please call me immediately.

Customer information:

Name _____
 Service Address _____
 City _____ State _____ Zip _____
 Phone (H) _____ (W) _____

I use the following in my home:

- Electric Baseboard
- Electric Radiant
- Electric Heat Pump
- Electric Furnace
- Natural Gas Heat
- Propane Heat
- Fuel Oil Heat
- Wood Heat Supplement
- Air Conditioning
- Hot Tub
- Electric Water Heater
- Gas Water Heater
- Electric Clothes Dryer
- Gas Clothes Dryer

If you have any questions or require additional information, please contact your local Black Hills Power office.

South Dakota (605)

BELLE FOURCHE _____	723-2460
CUSTER _____	673-4455
DEADWOOD/LEAD _____	722-2420
EDGEMONT _____	662-7231
HILL CITY _____	574-2541
HOT SPRINGS _____	745-3120
NEWELL _____	456-2896
RAPID CITY _____	721-3200
SPEARFISH _____	722-2400
STURGIS _____	720-2440

Wyoming (307)

NEWCASTLE _____	746-2726
UPTON _____	468-2409

Black Hills Power
Marketing Services
 Post Office Box 1400
 Rapid City, South Dakota 57709
 (605) 721-2229



www.blackhillspower.com

how you can

save up to 30 percent

with
the
maximum-value
**Demand
Controller**



BHP
Black Hills Power
Energy...for a lifetime.

What is the Residential Demand Service Rate?

Black Hills Power offers a special rate for qualified customers interested in reducing their electricity costs by reducing their demand energy usage. By controlling your electric demand, you are contributing to the efficiency of BHP's electric system and saving both of us money.

How does the Residential Demand Service Rate Work?

The total monthly bill is comprised of a customer charge, a charge for the highest average demand (kW), and a charge for energy usage (kWh) during a billing period. The demand portion of the bill is calculated monthly. The energy usage is determined from the meter readings, which is true for all residential rates. To receive maximum savings, you will want to keep your demand as low as possible.

During the month, a demand/energy meter reading records the total energy used, the highest demand measured in kW's. After reading the demand, our meter reader resets the demand indicator on the meter to zero to start a new demand and energy period.

What is demand?

Demand is the rate at which electricity is used during a 15-minute period. As you turn on more lights, appliances, etcetera, you are increasing your individual electric demand. When you control your demand during peak hours, you make BHP's entire system more efficient. We save money and pass the savings on to you. Our special, low Residential Demand Service Rate is based on a customer service charge, your total electricity usage and your highest Demand during peak periods. When you control your demand, you save money.

If your electricity bill averages \$100 or more each month, a Demand Controller could really save you money.

Here's how it works:

The Demand Controller monitors energy usage and records your peak time usage. You set it for that usage, and if you don't go over, you can save money.

To do this, the Demand Controller unit will begin shutting off your major appliances, on a prioritized basis, as your demand reaches your preset limit. As the demand decreases, the power will be restored to your major appliances. The best part is that **you probably won't know the difference until you get your bill.** And because you control your demand limit, the amount you save is up to you.

What is "Maximum Value?"

The Maximum Value Demand Controller gives you unlimited electrical usage during "off-peak" hours. Use as much electricity as you want off peak. You still pay the lower total usage rate, with no penalty for high demand. Your savings can be substantial.

Who sets the "peak level" on my Maximum Value Demand Controller?

You do, with help from our experts. Peak level settings will vary with seasons, and they also depend on how your home is built, what kind of appliances you have and how you want to use electricity. If the Demand Controller is set correctly, most of the time you won't even know it's working.

Will the Maximum Value program work for you?

If you average \$100 a month or more on electricity, call us for a free cost comparison. A Maximum Value Demand Controller might cut your electric bills by up to 30%. With savings like that, a Demand Controller can quickly pay for itself. What's more, you don't have to guess about the savings. Our representatives can compare your current electric bills to what you would spend under lower Residential Demand Service Rates. You'll know whether the program is right for you before you sign up.

How much does the Demand Controller cost?

The cost varies, depending on the type of heating and cooling equipment in your home. Black Hills Power sells the entire Maximum Value Demand Controller package. We'll install the controllers free, and qualified customers can get one year 0% financing.

Benefits • Benefits • Benefits • Benefits • Benefits • Benefits • Benefits • Benefits • Benefits • Benefits • Benefits • Benefits • Benefits • Benefits • Benefits

No major shutdowns. Maximum-Value Demand Controllers work on 15 minute intervals, and they handle heating and cooling zones separately. Major appliances are not shut off.

Most appliances are not affected. The Demand Controller does not turn off lights, televisions, computers, ranges or other small appliances.

Free installation. If you buy a Maximum Value Demand Controller for an existing home, Black Hills Power will install it for free. Ask about rebates for installation in homes under construction. Zero percent financing; qualified customers can pay for their Demand Controllers for one year, with no interest.