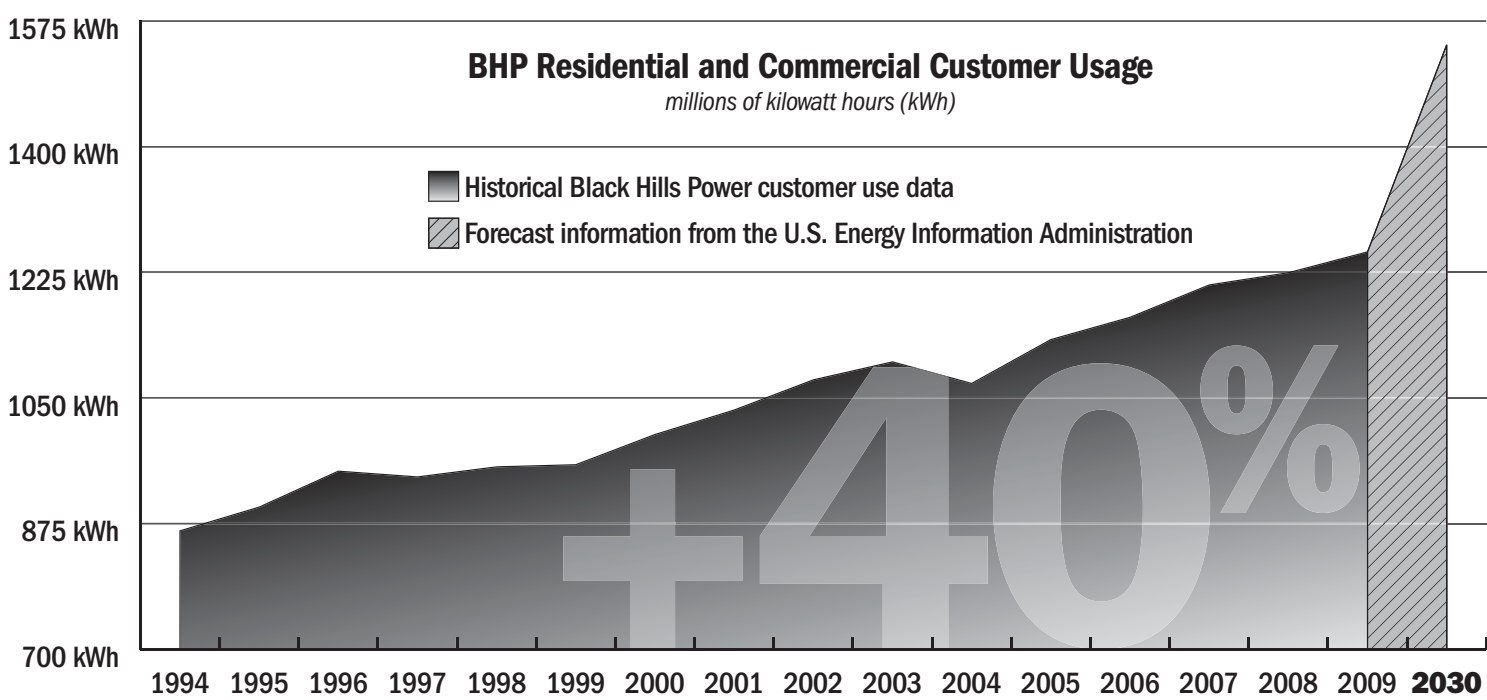


RIGHT TIME.

RIGHT ENERGY.

**TODAY, OUR CUSTOMERS ARE USING 40%
MORE ELECTRICITY THAN IN 1995.**



IN 2030, THEY'LL BE USING 63% MORE.

Since the last time Black Hills Power built a base load power plant in 1995, residential and commercial electricity use has grown over 40 percent. Nationwide, electricity demand is projected to increase by approximately 23 percent in the next 20 years.



Improving life with energy

BHP
Black Hills Power