

# ENERGY SOLUTIONS

July 2010

## Customers Recognized for Energy-Efficiency Efforts

Our customers have a long history of successful energy conservation. Through the use of our "Efficient" ecosymbol, we recognize customers and trade partners for their substantial energy-efficiency efforts. This public recognition of energy efficiency provides you with a visible award for often invisible efforts to help the environment by implementing and promoting energy-efficiency improvements.

The top four 2010 Efficiency Partner award recipients were:

- **Shea Properties**
- **University of Denver**
- **Thule Organization Solutions**
- **Boulder Valley School District**

Each qualified customer or trade partner who chooses to participate receives a plaque and window decals for their business or facility. Other opportunities are available to use the ecosymbol in your marketing materials, or to work together and develop new media opportunities.

Invitations for the 2011 Xcel Energy Efficiency Partner program will be sent out early next year.



## XCEL ENERGY'S ANNUAL CORPORATE RESPONSIBILITY REPORT NOW AVAILABLE

We recently released our annual corporate responsibility report that details our social, environmental and economic impacts for 2009. The report is available to anyone interested in learning about our company and how we produce your energy, as well as our emissions, customer programs, projects and plans, community contributions and much more.

Report highlights for 2009 include:

- Reducing carbon dioxide emissions by 38.3 million tons or 11 percent from 2003 levels
- Expanding our use of wind energy on the entire Xcel Energy system to almost 3,200 megawatts, enough wind energy to power nearly one million homes — today, about 14 percent of our energy comes from renewable sources
- Improving our employee safety performance and electric system reliability
- Contributing more than \$13 million to the communities we serve



The publication follows Global Reporting Initiative guidelines for this type of reporting and is intended for the many different stakeholder groups interested in our corporate social responsibility. Look for it online at [xcelenergy.com](http://xcelenergy.com) (under Company, About Us, Corporate Responsibility).



## DRIVE ENERGY COSTS DOWN, IMPROVE YOUR PROFITABILITY

Energy conservation makes sense. It's one way you can directly affect your cost of doing business. That's why we offer our energy expertise, rebates, study funding and resources to help you incorporate energy efficiency into your business facility.

### Energy conservation helps make your business more profitable.

You reduce your operating costs directly by controlling your energy bills. Using energy-efficient equipment often produces additional benefits like increased productivity, reduced maintenance costs and improved product quality. We help you make the most of your energy-efficiency investments by offering rebates that can help offset the initial cost of equipment and shorten your payback.

### And it helps us all protect the environment.

Helping our customers conserve energy is one of our most significant efforts to combat climate change. Since 1992 our customers have saved enough electricity to help us avoid building more than twelve 250 megawatt power plants. We hope you think of us as your partner in energy use and conservation.

To learn more about how your business can reduce energy use, visit [xcelenergy.com/rebates](http://xcelenergy.com/rebates) or contact our energy-efficiency specialists at **1-800-481-4700** or [bsc@xcelenergy.com](mailto:bsc@xcelenergy.com).