



## 2010 Fast Facts | Wisconsin and Michigan

### ABOUT XCEL ENERGY

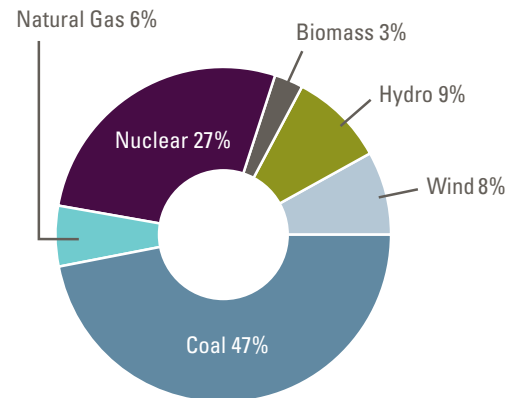
Xcel Energy is a U.S. investor-owned electricity and natural gas company with regulated operations in eight Midwestern and Western states. Based in Minneapolis, we are one of the largest combination natural gas and electricity companies in the nation, serving approximately 3.4 million electricity customers and 1.9 million natural gas customers through our four wholly owned operating companies.

Northern States Power Company-Wisconsin is one of those operating companies and provides electricity and natural gas to customers in Wisconsin and Michigan.

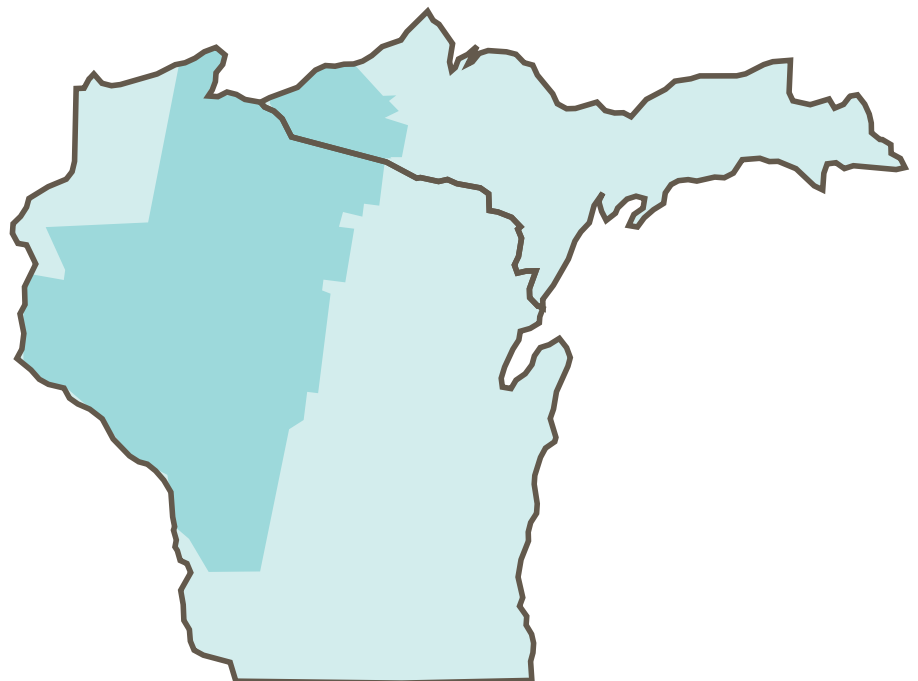
In 2009, the American Wind Energy Association named Xcel Energy “**investor-owned utility of the year**” for its national leadership in wind energy and for the company’s ranking as the **No. 1 wind energy provider** for the past six years. In addition, the Solar Electric Power Association has ranked Xcel Energy **fifth in the nation in total solar electric capacity**.

We are a founding reporter of The Climate Registry, a nonprofit organization established to measure and publicly report greenhouse gas emissions. For the **second consecutive year** Xcel Energy is listed on the Carbon Disclosure Project’s **leadership index for the quality of our voluntary carbon disclosure**. Together with our customers, we have become nationally recognized as **energy efficiency leaders**.

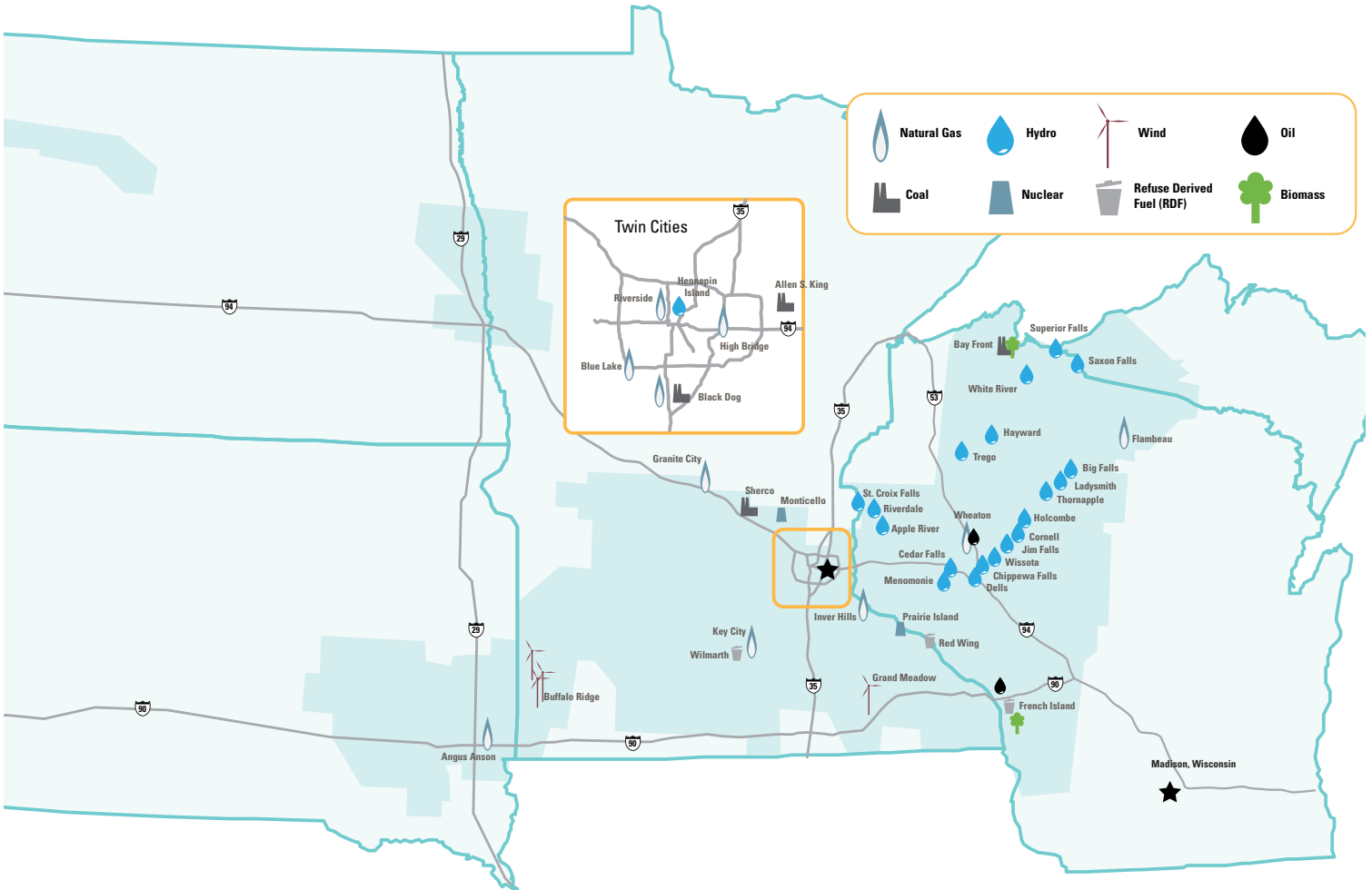
### 2009 UPPER MIDWEST ENERGY MIX



WISCONSIN AND MICHIGAN FACTS	
ELECTRIC CUSTOMERS	248,460
NATURAL GAS CUSTOMERS	103,750
<b>Employees</b>	
WISCONSIN	1,086
MICHIGAN	19
<b>Communities Served</b>	
WISCONSIN	213
MICHIGAN	10



**GENERATION RESOURCES: UPPER MIDWEST**



**EXAMPLES OF COMMUNITY INVOLVEMENT**

Wisconsin and Michigan employees and retirees gave more than \$140,000 in our 2009 United Way campaign, which was matched by the Xcel Energy Foundation for a **total of \$280,000 to local United Way agencies.**

Wisconsin and Michigan **Focus Area Grants** in environment, education, economic sustainability and arts and culture totaled **\$127,000.**

Over the past 21 years, our employees and retirees have raised nearly **\$218,000** for the **Feed My People Food Bank.**

In 2009, we provided **70 tours** of our **power plants** to **1,644 visitors.**

Two of our employees – one in Amery and one in Eau Claire – received the **Xcel Energy Life Sustaining Award** for going **beyond the call of duty** and saving or attempting to save the life of another.

**HOW TO REACH US**

ELECTRICITY EMERGENCY/OUTAGE	1-800-895-1999
NATURAL GAS EMERGENCY/OUTAGE	1-800-895-2999
RESIDENTIAL CUSTOMER SERVICE	1-800-895-4999
TTY (HEARING IMPAIRED)	1-800-895-4949
BUSINESS SOLUTIONS CENTER	1-800-481-4700
BUILDERS CALL LINE	1-800-628-2121
CALL BEFORE YOU DIG	811
ONLINE OUTAGE MAP	<b>xcelenergy.com</b> and click on "Power Outages"