



NEWS RELEASE

Xcel Energy Media Relations
1800 Larimer St., Suite #1400
Denver, CO 80202
(303) 294-2300
www.xcelenergy.com

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**Xcel Energy launches public information effort
to inform voters about “Our Energy Future” vision**

DENVER – Xcel Energy announced today that it is launching a public information effort to inform its customers the “Our Energy Future” plan for Colorado.

The plan prioritizes expanded use of renewable energy through consumer choice; adds “no regrets” cost-saving wind energy and solar energy for Colorado; locks-in historically low natural gas rates; and leverages a bevy of new technologies that will empower customers to tailor their energy consumption to specific parts of the day when energy is least expensive.

To drive the conversation about “Our Energy Future,” Xcel Energy will be running a series of online videos that describe the elements of the plan, and encourage customers to weigh-in through a new website dedicated specifically to the Xcel Energy plan.

Xcel Energy launched a 60-second video today that puts the “Our Energy Future” in the context of its longstanding commitment to innovation and cutting-edge technologies: www.xcelenergy.com/coenergyfuture.

“The decisions made today are important to the future of the state. Our goal is to bring these proposals and processes to life. This plan speaks to how we will empower customer choice and control, power technology and power the economy. Keeping the price competitive is essential to the families and businesses in Colorado,” said David Eves, president of Public Service Co. of Colorado, an Xcel Energy company.

Already, Xcel’s “Our Energy Future” has been hailed by a number of prominent elected leaders, newspaper editorial pages:

“Xcel Energy has recently announced a new plan for updating Colorado’s electric grid. This is important because an enhanced grid can serve as a platform to increase reliability, efficiency and access to new and different energy technologies, including more renewables. Across the country and here in Colorado, a diverse portfolio of power production will actually help shepherd the development of renewables – allowing us to cost-effectively integrate more renewable power sources onto the electric grid while ensuring that we maintain a reliable supply of power at affordable prices. This is critical, especially for minorities and lower-income Coloradans.”

– More –

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– ***Ken Salazar, former Secretary of the Interior, Colorado Senator and partner in the international law firm of Wilmer Hale, , Denver Business Journal opinion piece, March 10, 2016.***

“... Xcel Energy is attempting to build an intelligent and efficient grid that factor in customer demands for emerging technology ... that kind of awareness can help conserve energy, which keeps rates lower and lessens demand for greater generating capacity.”

– ***Grand Junction Daily Sentinel, editorial, Feb. 12, 2016.***

“This week Xcel (Energy) launched a plan called ‘Our Energy Future’ that addresses renewable energy goals and also involves testing new technology that will ‘pave the way for an interactive, intelligent and efficient grid.’ ... This seems like a reasonable way to move into the smart-grid era, and even gives customers a modest degree of control over the price they pay for some electricity usage. In the long run, a smarter grid and more sophisticated meters will enhance the system's efficiency, promote conservation, and even result in faster response to equipment problems.”

– ***The Denver Post, editorial, Jan. 28, 2016***

“The announcement of Xcel Energy’s Our Energy Future plan is evidence that this community stalwart is dedicated to responding to the needs of policymakers, businesses and customers alike.”

– ***Kelly Brough, president and CEO, Denver Metro Chamber of Commerce, in letter to the Colorado Public Utilities Commission***

Xcel Energy (NYSE: XEL) is a major U.S. electricity and natural gas company with regulated operations in eight Western and Midwestern states. Xcel Energy provides a comprehensive portfolio of energy-related products and services to 3.5 million electricity customers and 1.9 million natural gas customers through its regulated operating companies. Company headquarters are located in Minneapolis. More information is available at www.xcelenergy.com.

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