



**NEWS RELEASE**

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February 20, 2008

## **Xcel Energy announces Colorado Energy Efficiency awards**

*10 organizations collectively saved 30,000-megawatt hours of electricity*

DENVER – Ten area businesses that focused on energy efficiency and saved more than 30,000-megawatt hours of electricity in the last year were honored today at the 2008 Energy Efficiency Expo hosted by Xcel Energy. Through their efforts, the 10 businesses saved money and avoided producing more than 20,000 tons of carbon dioxide, which is equivalent to keeping 6,200 cars off the road for a year.

Throughout the year, Xcel Energy offers programs to its business and municipal customers to encourage them to make energy-efficient choices when buying equipment or systems. The rebates and study funding help customers lower their energy costs and reduce their impact on the environment.

“Our vision is to be an innovative utility that produces affordable electricity efficiently, reliably and more cleanly,” said Riley Hill, regional vice president of Public Service Co. of Colorado, an Xcel Energy company. “Energy conservation plays a key role in that goal and our overall commitment to the environment. We’re pleased to honor business customers who have taken energy efficiency to a new level. I want to personally thank them for their efforts.”

The award recipients for each category are:

- Overall Electricity Savings: Coors Brewing Company
- Compressed Air Efficiency: Coors Brewing Company-Rocky Mountain Metal Container
- Cooling Efficiency: Denver Newspaper Agency
- Custom Efficiency: Whole Foods Market
- Energy Design Assistance: Wal-Mart Stores Inc. – Colorado
- Lighting Efficiency: Denver Housing Authority
- Motor Efficiency: King Soopers
- Recommissioning: Oppenheimer Funds
- Energy Management Systems: Prime West
- Single-Site Electricity: Arapahoe County Water and Wastewater Authority

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The winner of the Overall Electricity Savings category, Coors Brewing Company, took a multi-pronged approach to energy efficiency that affected nearly every area of the company. The company's combined efforts resulted in rebate checks from Xcel Energy totaling \$138,000 and an estimated energy savings of more than 7.5 million kilowatt hours a year.

At today's Expo, a team of energy experts from Xcel Energy and outside organizations provided participants energy-saving ideas and opportunities for rebates and energy efficiency study funding. Event highlights included energy conservation program workshops that will help participants build an efficiency strategy to meet their energy-saving targets and lower their costs. Conservation exhibits provided detailed information on energy conservation programs and a chance to speak to program experts.

Xcel Energy is dedicated to improving the environment and providing the leadership to make a difference in the communities it serves. The company is listed on the Dow Jones Sustainability Index for the second consecutive year. Xcel Energy is the nation's No. 1 wind power provider. The company operates Windsource, the nation's largest voluntary wind energy program in terms of customers. Xcel Energy is a leader in emissions reduction programs and in developing new technologies and tools to help bring clean, renewable energy onto its system at an affordable cost for its customers.

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