



**Southwest Energy Efficiency Project**  
*Saving Money and Reducing Pollution through Energy Conservation*

**PRESS RELEASE**

**For Immediate Release:**  
Dec. 19, 2008

**For Further Information Contact:**  
Howard Geller, SWEEP: 720-313-9337  
Fred Stoffel, Xcel Energy: 303-294-2013

**COLORADO PUBLIC UTILITY COMMISSION APPROVES MAJOR EXPANSION OF XCEL ENERGY'S ENERGY EFFICIENCY PROGRAMS**

(Denver, CO) – The Colorado Public Utilities Commission (PUC) has approved the 2009-2010 plan for demand-side management (DSM) programs submitted by Xcel Energy and other parties to a Settlement Agreement filed with the PUC in October. The plan calls for a major expansion in the number of and budget for energy efficiency programs that Xcel Energy will offer to its residential and business customers. According to the plan, Xcel Energy will spend about \$63 million on energy efficiency programs in 2009 and \$80 million in 2010. The programs will promote both electricity and natural gas savings. For comparison, Xcel Energy is spending about \$20 million on energy efficiency programs in 2008.

“This is a historic day for energy efficiency efforts in Colorado. With the approval of the DSM plan, Xcel Energy will greatly expand its energy efficiency education, technical assistance, and rebate programs. All customers—residential, commercial and industrial—will benefit by reducing their energy waste and eliminating the need for new power plants,” stated Howard Geller, Executive Director of the Southwest Energy Efficiency Project (SWEEP).

The expansion of Xcel Energy’s energy efficiency programs came in response to new policies adopted by the Colorado legislature and rules to implement these policies adopted by the PUC. These policies establish energy savings goals through 2020 and also enable Xcel Energy to earn a profit on its energy efficiency program expenditures.

“The energy efficiency and load management programs we plan to implement in 2009-2010 are expected to result in \$450 million of net economic benefits for our customers,” stated Fred Stoffel, Vice President for Marketing at Xcel Energy. “This is just the beginning of a long-term commitment we are making to help our customers save energy.”

“Promoting greater energy efficiency is good for the economy and good for the environment. By reducing energy demand, customers lower their utility bills. At the same time, less fuel is burned and less pollution is produced in power generation. All utilities in the state should follow Xcel Energy’s lead and provide comprehensive efficiency programs to their customers,” Geller added.

Xcel Energy provides electricity and natural gas to more than 1.3 million customers in Colorado. SWEEP is a public interest organization dedicated to improving energy efficiency in Colorado and five nearby states.