

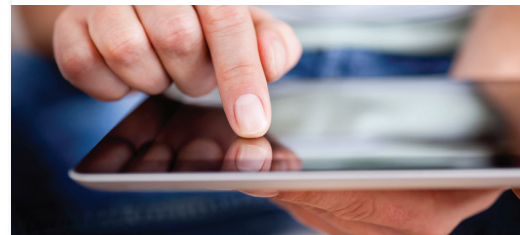
COMING SOON: YOUR NEW ENERGY BILL

Your satisfaction has always been important to us. And in the current economy, we know we need to provide significant value to you. We try to put customer value at the heart of everything we do, starting by providing safe, reliable energy at a competitive price. And then building on that by giving you options that make it easy to do business with us.

We know one of the most important touch points we have with you is our bill. So we worked hard to craft a new bill that makes it easy to understand what you owe, how we calculated that amount and when it's due. We've included graphs and charts to illustrate your energy use and plenty of white space to make it easy to read.

We're pleased with the resulting design and expect you will be, too.

Go to xcelenergy.com for more information on your new bill, such as Frequently Asked Questions and an infographic.



IMPORTANT PHONE NUMBERS

Electric Emergencies: 800-895-1099 24 hours, 7 days a week
Residential Customer Service: 800-895-4099 24 hours, 7 days a week
Business Solutions Center: 800-895-4200 8am - 5pm, Mon - Fri
TDD/TTY: 800-895-4949 24 hours, 7 days a week
Call Before You Dig: 811 8am - 5pm, Mon - Fri

IMPORTANT ADDRESSES

General Inquiries: Xcel Energy, P.O. Box 4, Eau Claire, WI 54601-0004
Customer: Xcel Energy, P.O. Box 9677, Minneapolis, MN 55408-9677
xcelenergy.com

ABOUT YOUR ELECTRIC RATES

Basic Service Charge
Fixed monthly charge for certain fixed costs (metering, billing, maintenance, etc.)

Demand Charge
Charge to commercial and industrial customers for the fixed costs of the electric capacity required to meet the peak electric loads on Xcel Energy's system. The charge, which is adjusted seasonally, applies to the highest 15 minutes of demand during the billing period.

Demand Side Management
Fixed charges for allowing Xcel Energy to recover costs of energy efficiency and load management programs.

Energy Charge
Charge per kWh of electric usage to recover the variable costs of producing energy.

GENERAL INFORMATION

Estimated Bills
Xcel Energy attempts to read meters each month. If no reading is taken, we estimate your month's bill based on your past use.

On-Time
A late charge appears that Xcel Energy collects from customers and pays directly to the city.

Electronic Check Conversion
When you pay your bill by check, in most cases Xcel Energy will use your check information to make your electronic bill payment. There are no fees for the electronic conversion. In all other cases we will process your check.

PAYMENT OPTIONS

Standard Payment Options: (We have options!)

- **My Account@Xcel** - Visiting your bill, view energy usage and access account information.
- **Auto Pay** - Automatically pay your bill directly from your bank account.
- **Online View and Pay** - View and pay your bill online.
- **Pay By Phone** - Make your payment by phone from your checking or savings account by calling 800-895-4099.
- **Pay By Mail** - Return the enclosed envelope and attached bill stub with your payment. Apply proper postage.

Other Payment Options: (Third Party Fees will apply. Xcel Energy does not collect nor benefit from these fees.)

- **Credit/Debit Card Payment** - Use your credit or debit card either online or by calling 800-895-4099.
- **Pay Stub/Check** - Pay your bill in person at a location near you.

Learn more at xcelenergy.com > My Account

Your billing detail pages – page 4

14 Bill backer


We provide information on the last page of the bill to help you understand many of the abbreviations and terms used on your bill. You also can find an explanation of how some of the charges are calculated.



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12-12-019 | 61K | 00090261

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RESPONSIBLE BY NATURE

YOUR MONTHLY ELECTRICITY USAGE

Bar chart showing usage from July 1 to July 31. Average usage is 600 kWh.

QUESTIONS ABOUT YOUR BILL?

Get our website: xcelenergy.com
 Email us at: info@xcelenergy.com
 Call 24 hours a day, 7 days a week: 1-800-895-4099
 Please Call: 1-800-895-4099
 Hearing Impaired: 1-800-667-8778
 Español: 1-800-667-8778
 Or write us at: XCEL ENERGY, P.O. BOX 4, EAU CLAIRE, WI 54601-0004

NORTHERN STATES POWER COMPANY

ACCOUNT NUMBER: 51-1234567890-1

DATE DATE: 08/20/2012

MAILING ADDRESS: JOANIE L. CUSTOMER, MARTHA W. CUSTOMER, 1234567890 AVENUE, EAU CLAIRE, WI 54601

STATEMENT NUMBER: 0123456789

STATEMENT DATE: 07/23/2012

AMOUNT DUE: \$128.74

SUMMARY OF CURRENT CHARGES (Detailed charges begin on page 2)

06/21 - 07/23 1962 kWh

Electricity Service: \$128.74

Current Charges: \$128.74

ACCOUNT BALANCE: As of 06/21, Check 07/24

Previous Balance: \$103.15

Payment Received: \$103.15

Balance Forward: \$0.00

Current Charges: \$128.74

Amount Due: \$128.74

INFORMATION ABOUT YOUR BILL

Thank you for your recent payment.

ACCOUNT NUMBER: 51-1234567890-1

DATE DATE: 08/20/2012

AMOUNT DUE: \$128.74

AMOUNT ENCLOSED: \$128.74

To avoid a late payment charge of 1% of the original balance, payment of total amount must be received by due date.

Due Date: 08/20/2012

Amount Due: \$128.74

Amount Enclosed: \$128.74

Amount Paid: \$128.74

Amount Due: \$128.74

Amount Enclosed: \$128.74

Amount Paid: \$128.74

Amount Due: \$128.74

Amount Enclosed: \$128.74

Amount Paid: \$128.74

Amount Due: \$128.74

Amount Enclosed: \$128.74

Amount Paid: \$128.74

We will include special offers to make it easy to do business with us, to help you manage your energy use and to save time and money. Look for these offers throughout the bill, usually on the left hand side and at the bottom of the pages.