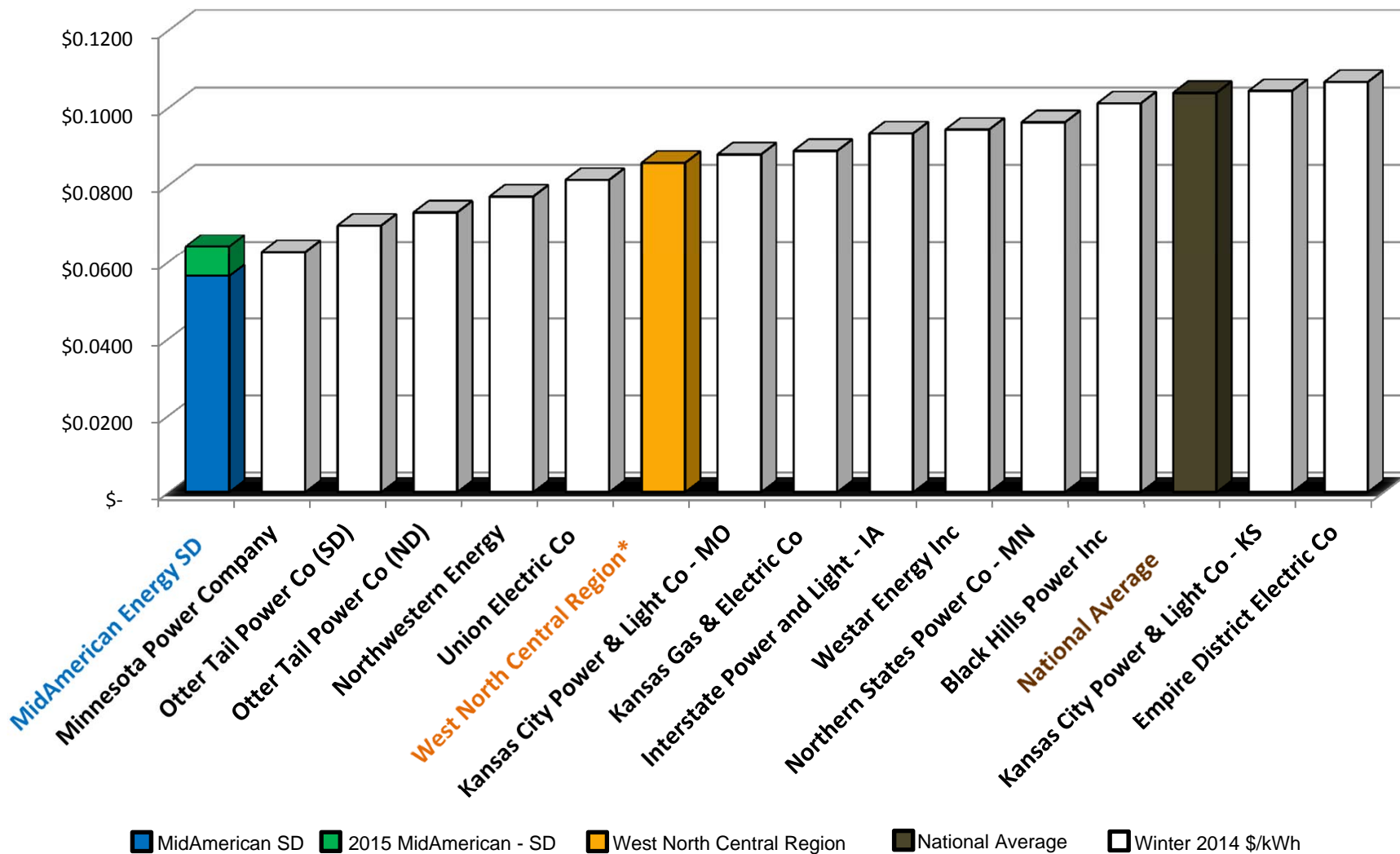


### January 1, 2014 Average Retail Rate / kWh



\* West North Central includes IA, KS, MN, MO, ND and SD.