

**MONTANA-DAKOTA UTILITIES CO.
SOUTH DAKOTA PUBLIC UTILITIES COMMISSION STAFF
FIRST DATA REQUEST
DATED FEBRUARY 10, 2016
DOCKET NO. NG16-001**

- 1-7 Explain MDU's energy conservation advertising activities in both the Black Hills and east river service territories. Are the advertising expenses equally distributed across regions?**

Response:

Montana-Dakota promotes the South Dakota conservation programs through bill inserts, a strong dealer network, promotion at home/trade shows, billboards in Pierre, Spearfish and Rapid City, the Black Hills Builder publication and the Company's web site. The advertising covers the entire natural gas service territory.