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NEWS RELEASE

Wisconsin regulators approve Superior Water, Light and Power's plan to install advanced meters to enhance customer service

SUPERIOR, Wisconsin – The Public Service Commission of Wisconsin (PSCW) on Friday approved Superior Water, Light and Power's plan to give customers more control over their energy and water use and their bills, minimize monthly visits to homes and businesses, and improve billing accuracy.

SWL&P, a wholly owned subsidiary of ALLETE Inc. (NYSE: ALE), has a five-year plan to replace aging analog meters with advanced digital meters. Advanced Metering Infrastructure (AMI) is becoming the national standard for electricity, gas and water providers – comprising approximately 60 percent of all meters in the United States.

"The PSCW reported no major concerns with our filing and deemed the project necessary in our efforts to provide adequate and reliable services to our customers," said Rob Sandstrom, SWL&P Manager – Customer Excellence. "We are excited to be able to offer all of our customers the advantages of AMI including reduced billing estimations, access to customer information via our self-service portal and expanded rate options. This project will be the platform upon which SWL&P can provide new and innovative services to our customers in the future."

Once deployed, the advanced meters will open options for energy conservation and efficiency incentives that customers cannot access with older meters. Residential customers generally are billed for energy based on how much they use, not when they use it. The advanced meters will allow SWL&P to eventually include a time-of-use option on bills that better reflects the cost of providing electricity, which equals customer savings. SWL&P plans to offer customers a web portal where they can track their energy and water use and find ways to save on their bills.

The advanced meters also improve safety and reliability through safety, leak and outage notifications that will help SWL&P more quickly alert customers and restore service.

"This is the next chapter in providing safe, reliable and affordable services that enhance the security, comfort and quality of life for our customers," said SWL&P President Bethany Owen. "We're building on our 127-year history in northwestern Wisconsin by deploying the latest technology to empower customers and improve the way we deliver energy and water."

SWL&P plans for meter installations to proceed in phases, with more than 30,000 new meters installed by the end of 2020. Because SWL&P provides electricity, natural gas and water, some customers would get as many as three new meters installed as part of the project. SWL&P has a robust communication program ready to help customers anticipate the meter exchanges.

The proposed project is necessary to “provide adequate and reliable service for present and future customers,” the PSCW said in its order approving the project.

Superior Water, Light and Power Company (SWL&P) is a wholly owned subsidiary of [ALLETE](#) that provides service to approximately 15,000 electric customers, 12,000 natural gas customers and 10,000 water customers in Superior, Wisconsin, and adjacent areas. Superior is in northwestern Wisconsin across the St. Louis River from Duluth, Minnesota.

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