



AN ALLETE COMPANY

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NEWS

Sandstrom named president of Superior Water, Light and Power

Superior, Wisconsin — Robert Sandstrom has been promoted to president of Superior Water, Light and Power (SWL&P), a wholly owned subsidiary of Duluth-based ALLETE Inc. (NYSE: ALE).

ALLETE President Bethany Owen said Sandstrom, who most recently served as manager of customer excellence at SWL&P, is the right leader for this era at the company with his unique blend of technical, operational, strategic and interpersonal skills.

“Rob has an ability to inspire trust and build strong relationships with customers and the broader community through his values-based leadership and commitment to excellence,” Owen said. “His strategic vision for SWL&P, technical expertise, and solutions-oriented approach are making a difference for customers. He stays focused on the safety of the public while continually striving to improve customer service. I am confident that he and the incredibly talented team at SWL&P will continue to build on their success in the future.”

Sandstrom’s new role expands on the recent work he and the SWL&P team have done toward exceeding customer expectations through modernization of the billing, advanced metering and work order systems, and investments in electric, gas, and water operations with the ultimate goal to ensure safe, reliable and affordable services to customers.

“I am humbled, honored and excited to lead this strong SWL&P team that is committed to meeting our customers’ changing expectations and needs,” Sandstrom said. “We continually invest in improvements and upgrades to the systems that deliver safe, reliable and affordable energy and water to our customers. At the same time, we provide tools to help customers monitor their energy use and save on bills, such as our MyAccount portal, that also make it easier and more convenient for them to do business with us.”

Sandstrom has been with SWL&P since July 2015, first serving as manager of electric operations, customer service and dispatch and then as manager of customer excellence.

Before coming to SWL&P, Sandstrom worked at Minnesota Power, beginning his career at MP in 2005 as an engineer in substation engineering. He took on roles of increasing responsibility — from senior engineer to supervising engineer in substation engineering to manager of power delivery engineering, where he had responsibility for relay and maintenance engineering and substation engineering. An electrical engineering graduate of the University of Minnesota, he worked for Xcel Energy for five years before joining MP.

Superior Water, Light and Power provides electricity, water and natural gas in the city of Superior and adjacent areas in northwestern Wisconsin. The company has served the area since 1889 and provides services to approximately 15,000 electric customers, 13,000 natural gas customers and 10,000 water customers. More information can be found at www.swlp.com.

The statements contained in this release and statements that ALLETE may make orally in connection with this release that are not historical facts, are forward-looking statements. Actual results may differ materially from those projected in the forward-looking statements. These forward-looking statements involve risks and uncertainties and investors are directed to the risks discussed in documents filed by ALLETE with the Securities and Exchange Commission.

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