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Department of Energy
Western Area Power Administration
Upper Great Plains Customer Service Region
P.O. Box 35800
Billings, MT 59107-5800

OCT 29 2010

2021 Power Marketing Initiative
Pick-Sloan Missouri Basin Program--Eastern Division

Dear Firm Power Customer:

Firm Electric Service contracts administered by the Upper Great Plains Region of Western Area Power Administration (Western) expire on December 31, 2020. Western is preparing for a public process to market power beyond the year 2020. Firm Power Customers are invited to provide input to the 2021 Power Marketing Initiative prior to the start of a formal public process. Western anticipates building on the foundation of the existing marketing plan when developing the 2021 Power Marketing Initiative.

Western will hold a series of meetings for all Firm Power Customers to review the fundamental principles of the current marketing plan, and to discuss how these principles could be utilized in the 2021 Power Marketing Initiative. In addition, a Native American-focused meeting will also be held on the same day as each Firm Power Customer meeting.

The Firm Power Customer meetings and Native American-focused meetings will be held at the following times and locations:

November 30, 2010

Holiday Inn Lincoln Downtown
141 North 9th Street
Lincoln, NE 68508
(402) 475-4011

Firm Power Customer Meeting – 9 to 11:30 a.m. CST
Native American-Focused Meeting – 1 to 3:30 p.m. CST

December 1, 2010

Holiday Inn
100 West 8th Street
Sioux Falls, SD 57104
(605) 339-2000

Firm Power Customer Meeting – 9 to 11:30 a.m. CST
Native American-Focused Meeting – 1 to 3:30 p.m. CST

December 2, 2010

Courtyard by Marriott
1080 28th Avenue South
Moorhead, MN 56560
(218) 284-5022

Firm Power Customer Meeting – 9 to 11:30 a.m. CST
Native American-Focused Meeting – 1 to 3:30 p.m. CST

December 14, 2010

Holiday Inn Grand Montana
5500 Midland Road
Billings, MT 59101
(406) 248-7701

Firm Power Customer Meeting – 9 to 11:30 a.m. MST
Native American-Focused Meeting – 1 to 3:30 p.m. MST

December 16, 2010

Best Western Ramkota Hotel
800 South 3rd Street
Bismarck, ND 58504-5728
(701) 258-7700

Firm Power Customer Meeting – 9 to 11:30 a.m. CST
Native American-Focused Meeting – 1 to 3:30 p.m. CST

In addition to the meetings listed above and to accommodate customers who are not able to attend the face-to-face meetings, one conference call for all Firm Power Customers and one Native American-focused conference call will be held by Western at the dates and times listed below. The telephone bridge and presentation materials will be available for those wishing to attend. To ensure adequate telephone lines for the call and to get advance presentation materials, please telephone John Pankratz at (406) 247-7392, or email him at pankratz@wapa.gov.

December 13, 2010

Conference Call

Firm Power Customer Meeting – 9 to 11:30 a.m. MST

Native American-Focused Meeting – 1 to 3:30 p.m. MST

Information on the 2021 Power Marketing Initiative will be available on Western's website at <http://www.wapa.gov/ugp/powermarketing/2021PML.htm>. If you have any questions, please telephone John Pankratz, 2021 Power Marketing Initiative Project Manager, at (406) 247-7392. We look forward to meeting with you.

Sincerely,

A handwritten signature in black ink, appearing to read "Jody S. Sundsted", with a long, sweeping horizontal stroke at the end.

Jody S. Sundsted
Power Marketing Manager