

FOR IMMEDIATE RELEASE

**For a limited time, get \$50 and a chance to win a Kindle Fire
for your old fridge or freezer**

Xcel Energy's Refrigerator Recycling Program offers cool spring savings

Colorado -- May 27, 2014 —Xcel Energy residential electric customers now have an additional reason to take advantage of the popular Refrigerator Recycling Program and cash in on those old, inefficient working refrigerators and freezers. The program, which provides a \$50 rebate for each eligible refrigerator and/or freezer, is also offering customers the chance to win one of two Kindle Fire tablets.*

Appliance Recycling Centers of America, Inc. (ARCA) administers the program and will pick up the old, energy guzzling refrigerators or freezer and recycle the parts locally in Commerce City, Colo.

Xcel Energy is also proud to announce a partnership (2014) with the U.S. Environmental Protection Agency's Responsible Appliance Disposal (RAD) Program. Through the Refrigerator Recycling Program and ARCA's advanced recycling processes, Xcel Energy is eligible for RAD membership, which includes the proper handling of refrigerants, foam, metals, plastic, glass, PCBs, mercury and used oil found in old refrigeration appliances.

To date, more than 14,000 Xcel Energy customers in Colorado have participated in the program, which is part of Xcel Energy's Demand-Side Management Plan.

*NO PURCHASE NECESSARY. The "Tablet Giveaway Sweepstakes" is subject in all respects to the complete Official Rules available at ResponsibleByNature.com/Fridge at the Sweepstakes section of the website, or by sending a S.A.S.E. to "Tablet Giveaway Sweepstakes - Rules Request," c/o Xcel Energy, Inc. Marketing, 1800 Larimer Street, Suite 1500, Denver, CO 80202. Open only to entrants who, as of the entry date, are permanent legal residents of CO who are at least 18 years old. For information on scheduling a free pickup of an eligible refrigerator or freezer, call 1-866-552-8755 or visit ResponsibleByNature.com/Fridge. Unit scheduling and/or collection must be during the Sweepstakes entry period. See above for eligibility requirements information. Sweepstakes is void outside CO, and where prohibited or restricted by law. Entry period begins on 03/01/2014 and ends on 05/31/2014. LIMIT: One (1) entry per person (regardless of method of entry) or address (physical or email). Entry methods (including alternate mail-in method of entry which does not require recycling), limits, restrictions and instructions, and prize information, requirements and restrictions are set forth in the Official Rules. Sponsor: Xcel Energy, Inc., 1800 Larimer Street, Suite 1500, Denver, Colorado 80202. Kindle devices are given away on behalf of Xcel Energy. Amazon is not a sponsor or administrator of this Sweepstakes.

“This program provides a convenient and environmentally safe solution for our customers. There is no lugging to the curb for pickup, we’re providing two free compact fluorescent light bulbs during our visit and you’ll be entered into our Kindle Fire sweepstakes through the end of May,” says Christmas Ramirez, Xcel Energy program manager.

The U.S. Environmental Protection Agency estimates that a 20-year-old refrigerator can consume two to four times more energy annually than a new model and can significantly increase customers’ electricity bills. Older refrigerators put a strain on the electricity grid. Each unit costs over \$100 a year in electricity bills and units 10 years or older contain more than 120 pounds of recyclable steel, according to ENERGY STAR®.

For more information or to schedule an appointment, please visit ResponsibleByNature.com/Fridge or call (866) 552-8755. Participation in this program is subject to important rules and eligibility requirements, which are detailed at ResponsibleByNature.com/Fridge.

About Xcel Energy

Xcel Energy (NYSE: XEL) is a major U.S. electricity and natural gas company that provides a comprehensive portfolio of energy-related products and services to 3.5 million electricity customers and 1.9 million natural gas customers through its regulated operating companies in eight Western and Midwestern states. Company headquarters are located in Minneapolis. More information is available at xcelenergy.com.

About ARCA

ARCA's (NASDAQ:ARCI) three business components are uniquely positioned in the industry to work together to provide a full array of appliance-related services. Eighteen Company-owned stores under the name ApplianceSmart, Inc.® sell new appliances directly to consumers and provide affordable ENERGY STAR® options for energy efficiency appliance replacement programs; ARCA's regional centers process appliances at end of life to

*NO PURCHASE NECESSARY. The “Tablet Giveaway Sweepstakes” is subject in all respects to the complete Official Rules available at ResponsibleByNature.com/Fridge at the Sweepstakes section of the website, or by sending a S.A.S.E. to “Tablet Giveaway Sweepstakes - Rules Request,” c/o Xcel Energy, Inc. Marketing, 1800 Larimer Street, Suite 1500, Denver, CO 80202. Open only to entrants who, as of the entry date, are permanent legal residents of CO who are at least 18 years old. For information on scheduling a free pickup of an eligible refrigerator or freezer, call 1-866-552-8755 or visit ResponsibleByNature.com/Fridge. Unit scheduling and/or collection must be during the Sweepstakes entry period. See above for eligibility requirements information. Sweepstakes is void outside CO, and where prohibited or restricted by law. Entry period begins on 03/01/2014 and ends on 05/31/2014. LIMIT: One (1) entry per person (regardless of method of entry) or address (physical or email). Entry methods (including alternate mail-in method of entry which does not require recycling), limits, restrictions and instructions, and prize information, requirements and restrictions are set forth in the Official Rules. Sponsor: Xcel Energy, Inc., 1800 Larimer Street, Suite 1500, Denver, Colorado 80202. Kindle devices are given away on behalf of Xcel Energy. Amazon is not a sponsor or administrator of this Sweepstakes.

remove environmentally damaging substances and produce material byproducts for recycling for over 200 utilities in the U.S. and Canada; and ARCA Advanced Processing, LLC employs advanced technology to refine traditional appliance recycling techniques to achieve optimal revenue-generating and environmental benefits. ARCA is also the exclusive North American distributor for UNTHA Recycling Technology (URT), one of the world's leading manufacturers of technologically advanced refrigerator recycling systems and recycling facilities for electrical household appliances and electronic scrap.

#

*NO PURCHASE NECESSARY. The "Tablet Giveaway Sweepstakes" is subject in all respects to the complete Official Rules available at ResponsibleByNature.com/Fridge at the Sweepstakes section of the website, or by sending a S.A.S.E. to "Tablet Giveaway Sweepstakes - Rules Request," c/o Xcel Energy, Inc. Marketing, 1800 Larimer Street, Suite 1500, Denver, CO 80202. Open only to entrants who, as of the entry date, are permanent legal residents of CO who are at least 18 years old. For information on scheduling a free pickup of an eligible refrigerator or freezer, call 1-866-552-8755 or visit ResponsibleByNature.com/Fridge. Unit scheduling and/or collection must be during the Sweepstakes entry period. See above for eligibility requirements information. Sweepstakes is void outside CO, and where prohibited or restricted by law. Entry period begins on 03/01/2014 and ends on 05/31/2014. LIMIT: One (1) entry per person (regardless of method of entry) or address (physical or email). Entry methods (including alternate mail-in method of entry which does not require recycling), limits, restrictions and instructions, and prize information, requirements and restrictions are set forth in the Official Rules. Sponsor: Xcel Energy, Inc., 1800 Larimer Street, Suite 1500, Denver, Colorado 80202. Kindle devices are given away on behalf of Xcel Energy. Amazon is not a sponsor or administrator of this Sweepstakes.