

Sampling of Media Coverage

United Way 20th annual Spirit of America and Summit Awards

1. "NOTES," *The Pueblo Chieftain*, May 20, 2007
2. "Briefly- News shorts", *The Pioneer Press*, May 18, 2007
3. "Giving back to community earns Kellogg UW honors," Robert Warner *Battle Creek Inquirer* (MI), May 18, 2007
4. "Business briefs," *Rocky Mountain News* (NC), May 18, 2007
5. "Xcel wins United Way award," *The Greeley Tribune* (CO), May 18, 2007
6. "United Way of America Honors Xcel Energy With Spirit of America(R) Award," Earthtimes.org, May 17, 2007

"NOTES," *The Pueblo Chieftain*, Sunday May 20, 2007

United Way of America has given Xcel Energy its 20th annual Spirit of America Award to recognize the company's commitment to community improvement.

Xcel Energy Chairman, President and CEO Dick Kelly accepted the award at the 2007 United Way Staff Leaders Conference in Pittsburgh, Pa.

Xcel was recognized for the variety of ways it participates in the community, from its efforts to engage young people through its Energy Classroom and Virtual Power Tour initiatives to Xcel's dollar-for-dollar match of employee contributions to United Way.

"Briefly- News shorts," *The Pioneer Press*, May 18, 2007

The Minnesota Senate voted 63-1 in favor of the Plastic Card Security Act on Wednesday. The version passed contained slight differences from the House version, passed May 8, and will have to be re-passed on the House floor before it is sent to Gov. Tim Pawlenty. ... Minneapolis chemical company **Hawkins Inc.** agreed to acquire closely held Trumark Inc. of Linden, N.J., to add Trumark's safety technologies for the food industry. Terms weren't disclosed. ... Hector, Minn.-based **Communications Systems Inc.** on Wednesday filed its 2006 Form 10-K report as well as its March 2006, June 2006 and September 2006 Form 10-Q reports with the Securities and Exchange Commission. The reports had been delayed due to a U.S. Department of Justice civil investigation of the company's JDL Technologies subsidiary. ... **HEI Inc.**, Victoria, Minn., said it signed a three-year \$8.3 million financing package with Wells Fargo Business Credit. Proceeds will be used to repay debt and for general operating purposes. ... **Xcel Energy**, Minneapolis, won the national United Way's top award for its charitable and community activities. **General**

Mills, Golden Valley, also was honored for its community service, and **Target**, Minneapolis, for its employee participation. ... U.K.-based Doncasters completed its purchase of FasTech Inc., parent of precision-component manufacturer Bloomington-based **FastenTech Inc.** ... Richfield-based consumer electronics retailer **Best Buy** said it will add reviews, content descriptions and user comments from nonprofit Common Sense Media to BestBuy.com to help shoppers make video-game choices for themselves and their families.

- Staff and wire reports

“Giving back to community earns Kellogg UW honors,” Robert Warner, *Battle Creek Inquirer* (MI), May 18, 2007.

United Way of America says the way the Kellogg Co. wraps its arms around its cities earned the cerealmaker another of the charity's top national honors this year.

Kellogg Co. officials were in Pittsburgh on Thursday to accept United Way's Spirit of America Corporate Community Investment Summit Award.

Last year, Kellogg won a Summit Award for its employees' efforts. This year's honor, said United Way's national president and CEO Brian Gallagher, recognizes "Kellogg Company's rich history of corporate social responsibility and charitable efforts."

In a news release, Gallagher said, "Their corporate culture of giving is an inspiration to us all."

And while the award is more focused on the company, Kellogg's president and CEO, David Mackay, fine-tuned the focus to the people — employees and retirees — who make up the company and its United Way giving efforts.

"The United Way's recognition of our efforts is a great honor as we continue to challenge and inspire ourselves to make a stronger, lasting impact within the communities in which we live and work," Mackay said in a prepared statement. "We're proud that Kellogg employees and retirees support and encourage the company's investment in these communities with their generous contributions and volunteer efforts."

Mike Larson, president and chief professional officer for the United Way of Greater Battle Creek, was there for the meeting of staff leaders in Pittsburgh.

"The real significance of this is that we know the reality of what Kellogg does for our community," Larson said Thursday. "This is recognition of the significance of it nationally. This puts them up against some of the biggest Fortune 500 companies. We're very fortunate, we're very blessed, to have a company with the corporate culture that they have in our community."

Tim Knowlton, Kellogg's vice president for corporate social responsibility, called it "an award that is both deserved and earned by Kellogg people."

The honor recognizes not just the successful United Way giving campaigns, he said, but also the workers' community engagement.

More than 1,200 Kellogg employees participated in United Way Days of Caring volunteer projects this year, Knowlton said.

On the financial side, Knowlton said eight of 10 Battle Creek workers contributed to the company's record-setting \$2.6 million gift to the United Way of Greater Battle Creek campaign last fall. The total, including the company's dollar-for-dollar match of giving by employees and retirees, made up about 52 percent of the entire \$5.03 million raised in Battle Creek.

Knowlton said 99 percent of the company's executives contribute to United Way, with an average gift of \$1,600.

Overall, Kellogg, its workers and retirees gathered \$4.4 million to contribute to 31 United Way campaigns across the United States.

Robert Warner can be reached at 966-0674 or rwarner@gannett.com.

"Business briefs, May 18," *Rocky Mountain News* (NC), May 18, 2007.

XCEL HONORED United Way of America on Thursday presented Xcel Energy with the 20th annual Spirit of America Award to recognize the utility's commitment to community improvement. Xcel Energy Chairman, President and CEO Dick Kelly accepted the award at the United Way Staff Leaders Conference in Pittsburgh.

"Xcel wins United Way award," *The Greeley Tribune* (CO), May 18, 2007.

United Way of America has named Xcel Energy its Spirit of America Award winner, the first utility company to win the award, which recognized Xcel's commitment to community improvement.

Xcel Energy Chairman, President and CEO Dick Kelly accepted the award at the 2007 United Way Staff Leaders Conference in Pittsburgh Thursday.

Xcel provides electric and natural gas to 3.3 million electricity customers and 1.8 million natural gas customers, including in Greeley.

Nationwide, Microsoft Corp., DaimlerChrysler, General Mills, Kellogg Co. and Target were also recognized for their charitable efforts as United Way Summit Award winners.

In the past two decades, Xcel has donated more than 25,000 acres of river-front property for the purpose of developing federal and state parks. Other notable company initiatives include participation in a program that

affords employees 40 hours per year of paid time off to volunteer, a Dollars for Doing program that matches after-work volunteer hours with monetary donations to participating nonprofits, and quantitative and qualitative research and consultations with local United Ways.

Staff Reports

“United Way of America Honors Xcel Energy With Spirit of America Award,” *Earthtimes.org*, May 17, 2007

PITTSBURGH, May 17 /PRNewswire/ -- United Way of America (UWA) today presented Xcel Energy with its most prestigious national accolade -- the 20th annual Spirit of America(R) Award -- to recognize the company's commitment to community improvement. Xcel Energy Chairman, President and CEO Dick Kelly accepted the award at the 2007 United Way Staff Leaders Conference in Pittsburgh, Pa. Xcel Energy, a major electric and natural gas company based in Minneapolis, Minn. provides a comprehensive portfolio of energy-related products and services to 3.3 million electricity customers and 1.8 million natural gas customers.

Nationwide, Microsoft Corporation, DaimlerChrysler, General Mills, Kellogg Company and Target were also recognized for their charitable efforts as Summit Award winners.

"Xcel Energy exemplifies United Way's Spirit of America principle of community engagement in every sense, from its efforts to engage young people through its Energy Classroom and Virtual Power Tour initiatives, to its dollar-for-dollar match of employee contributions," said United Way of America President and CEO Brian A. Gallagher. "I commend the company and its employees and retirees for their steadfast collaboration with their local United Ways. The leadership and volunteerism demonstrated throughout all aspects of the organization have energized the communities they serve to get involved, make a difference and achieve positive results." He added that Xcel Energy is the first utility ever to receive the Spirit of America Award.

Xcel Energy is an integral member of the communities it serves. In the past two decades, the company has donated more than 25,000 acres of river- front property for the purpose of developing federal and state parks. Other notable Xcel Energy initiatives include participation in a program that affords employees 40 hours per year of paid time off to volunteer, a Dollars for Doing program that matches after-work volunteer hours with monetary donations to participating nonprofits, and quantitative and qualitative research and consultations with local United Ways.

"Winning the Spirit of America Award is a real tribute to our employees and retirees, who are generous givers and enthusiastic volunteers," Kelly said. "The nature of our business literally connects us to the communities we serve, so we understand their needs and recognize that everyone benefits when those communities are safe and healthy. We are fortunate to have strong partners in this effort, including the International Brotherhood of Electrical Workers and, of course, United Way."

In addition to the Spirit of America Award, United Way presented six categorical Summit Awards to corporate partners that excelled in one or more service areas. Winners include:

-- Nationwide -- Employee Community Investment, Community Leadership and Employee Community Engagement Awards for the efforts of more than 200 company leaders who serve on the boards of more than 300 local nonprofit organizations across the country, the Nationwide On Your Side Volunteer Network, Nationwide's partnership in education with local elementary schools, and their sharing of United Way Born Learning materials with associates. -
- Microsoft Corporation -- Community Leadership and Employee Community Engagement Awards for its innovative strategy to raise awareness about important community issues and the demonstrated return on investment that its charitable efforts yielded. -- DaimlerChrysler -- Employee Community Investment Award for its work in educating and training employees about the United Way and its role in the community, while developing successful fundraising campaigns that earned generous support from donors. -- General Mills -- Corporate Community Investment Award for its corporate-wide commitment to community service, to include participation from employees and board members, dollar-for-dollar matching programs, and participation in United Way's Day of Caring events. -- Kellogg Company -- Corporate Community Investment Award for its generous dollar-for-dollar match for employee and retiree United Way pledges, an employee and retiree volunteer program, and its continued financial and in-kind contributions. -- Target -- Employee Community Engagement Award for its record employee participation in United Way's "Day of Caring" volunteer projects in 2006 to strengthen communities and families.

Spirit of America and Summit Award recipients were evaluated on their strength in promoting, volunteering, investing in, connecting with, advocating for, and partnering within their communities. The Spirit of America winner demonstrates superior service within its communities in all areas. Summit Award winners exhibit tangible results in special areas of focus. The Spirit of America program is open to any United Way National Corporate Leader (NCL). NCLs comprise leading national and global corporations that partner with United Way to deliver positive results within their communities. Eligible companies are evaluated by their NCL peers and local United Ways.

In keeping with businesses' renewed commitment to sustainable business practices, the 2007 Spirit of America awards, to be awarded in 2008, will feature a new corporate social responsibility (CSR) component in addition to the traditional Spirit of America criteria. Categorical awards will evaluate the areas of: Sustainability/Impact, Corporate, Workplace, and Volunteerism.
