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Editorial Contact: Joanne Bachmann (973) 267-9700 X 22

Pump Systems Matter™ & Xcel Energy Teamed up to Host Industrial Energy Efficiency Forum in St. Paul, Minnesota

Parsippany, New Jersey (July 23, 2008) – Pump Systems Matter (PSM), an educational initiative designed to help North American pump users gain competitive business advantages through pump system energy management and performance optimization, teamed with Xcel Energy in St. Paul, Minnesota to complete the area's first Industrial Energy Efficiency Forum on May 6, 2008. The one-day event was attended by more than 180 industrial users, equipment and facility managers as well as project engineers interested in learning more about energy efficiency and its impact on customers and business planning.

“Xcel Energy was extremely pleased about the response to our first Industrial Energy Efficiency Forum,” said Tami Gunderzik, Xcel's Product Portfolio Manager. “Working together with Pump Systems Matter, we packaged a well-received message that centered on the importance of energy-efficient systems and the positive impact that a comprehensive energy management plan can have on a company's bottom-line. Pump Systems Matter provided not only an opportunity for the customers to make immediate connections to suppliers, but also presenters that shared their knowledge and expertise on a wide array of systems seen in the industrial setting.”

During the course of the event, numerous workshops explored real-world examples and energy-efficient techniques related to compressed air and HVAC systems, motors and variable speed drives, life-cycle costing, pump system and mechanical seals optimization as well as water, wastewater, steam and process heating systems, among others. These included best practices for getting energy-efficient projects approved, financed and implemented; evaluating the investment potential of energy efficient operations; and determining price versus costs when purchasing equipment.

Other highlights included the keynote addresses of several notable industry executives. Chandan Rao, P.E. and president of Graphet, Inc., addressed attendees on the “Real Time Electronic Survey of Energy-Management Practices,” while Dr. Richard Ney of Sebesta, Blomberg & Associates, spoke on “Carbon Credits and the Industrial Sector” In addition, Christopher Russell of SAIC, Inc. discussed “Energy's Impact on Business Performance and the Creation of Wealth.”

Throughout the day, representatives of such leading companies as Armstrong International, Aurora Pump, Baldor Electric Company, Campbell-Sevey, Emerson Motors/US Motors, Flowserve, ITT Industrial Process, John Crane International, Sullair Corp., Sundyne and many others were also available to answer questions on specific equipment and the energy issues currently affecting industrial businesses across the nation.

Pump Systems Matter is seeking to partner with other utilities to offer this type of event in their service territory. Please contact Joanne Bachmann at 973-267-9700 ext. 22 or jbachmann@pumps.org if interested.

About Xcel Energy

Xcel Energy (NYSE: XEL) is a major U.S. electricity and natural gas company with regulated operations in eight Western and Midwestern states. Xcel Energy provides a comprehensive portfolio of energy-related products and services to 3.3 million electricity customers and 1.8 million natural gas customers through its regulated operating companies. Company headquarters are located in Minneapolis. More information is available at www.xcelenergy.com.

About Pump Systems Matter™

Launched in 2006 by the Hydraulic Institute (HI) as an educational initiative, Pump Systems Matter assists North American pump users gain competitive business advantages through strategic, broad-based energy management and pump system performance optimization. PSM strives to provide the market with tools and collaborative opportunities to integrate pump system performance optimization and efficient energy management practices into normal business operations. More information is available at www.PumpSystemsMatter.org.

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