

FOR IMMEDIATE RELEASE

For a limited time, get cash for your old second fridge or freezer

Xcel Energy's Refrigerator Recycling Program offers \$50 rebate

Minneapolis – June 10, 2014 — Back by popular demand, Xcel Energy residential electric customers can take advantage of the popular Refrigerator Recycling Program and cash in on those old, working, inefficient secondary refrigerators and freezers chugging away in the basement or lake homes. From now until August 31, Xcel Energy is offering a limited time \$50 rebate, up from the previous \$35 rebate, to take advantage of the Refrigerator Recycling Program.

Minnesota-based Appliance Recycling Centers of America, Inc. (ARCA) administers the program and will pick up the old, energy guzzling refrigerators or freezers, typically located in a garage, basement or lake home, and recycle the parts.

To date, more than 21,000 Xcel Energy customers in Minnesota have participated in the program, which is part of Xcel Energy's Conservation Improvement Program.

Xcel Energy is also proud to announce a new partnership 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.

"This program provides a convenient and environmentally safe solution for our customers," says Christmas Ramirez, Xcel Energy program manager. "There is no lugging to the curb for pickup, we're providing two free compact fluorescent light bulbs during the visit and we'll give you a \$50 rebate. All you have to do is call between now and August 31."

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, according to ENERGY STAR®.

For more information or to schedule an appointment, please visit ResponsibleByNature.com/Fridge or call (800) 599-5795. 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 3.4 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 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.

#