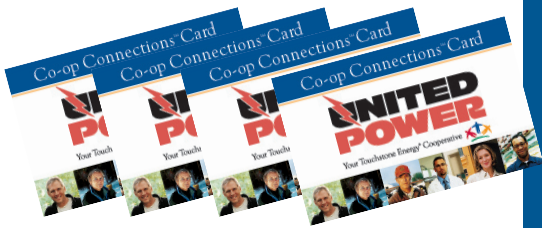




Touchstone Energy®

The power of human connections

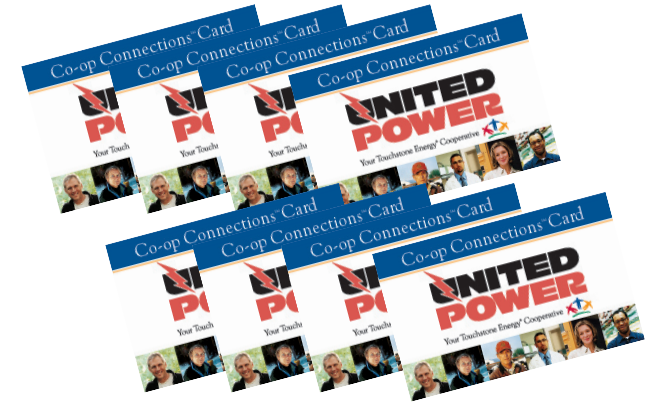
United Power, in conjunction with other Touchstone Energy® cooperatives around the country, has developed the Co-op Connections program to deliver more value to members and promote participating businesses.



To see what businesses are currently participating in the program check out the web listing at:

www.unitedpower.com

just click on the Coop Connections card in the lower right hand corner of our home page.



Co-op Connections Business Program

For more information:

Heidi Storz

P.O. Box 929

Brighton, CO 80601

303-637-1259

email us at:

hstorz@unitedpower.com

or visit our website at

www.unitedpower.com



Touchstone Energy®

The power of human connections

Co-op Connections Program

About the Co-op Connections Program

The Co-op Connections Program was originally launched in 2004. The program benefits cooperative members by offering valuable discounts from participating businesses, and helps to increase customer visits at small businesses across the country.

United Power's Co-op Connections program was re-launched in the fall of 2007. More than 60,000 households and businesses received a new set of discount cards & key fobs.

This new card included an exciting **Pharmacy Discount** program - increasing the value of the card to every customer.

In addition to local offers in United Power's service territory, there are hundreds of offers across the country, as well as excellent national deals on lodging, car rentals, entertainment and more.

Participating businesses receive a free listing on the card's website at www.connections.coop, as well as window & register stickers to display in your business.

This program is FREE to participating businesses

All you need to do is offer a special discount or deal to card holders. It could be a discount on a targeted service or a free item with the purchase of another item. Many customers have found it to be a great way to promote special services, or more expensive products.

United Power will provide the website listing, as well as advertising for the program. We put the card into all our customer's hands - you give them an offer they want!

Join & your business will be in good company

In addition to the pharmacy discount program, card holders enjoy lots of deals - here are just a few:

Lodging - Choice Hotels, La Quinta, Best Western and Red Roof Inns.

Shopping - ProFlowers, Barnes & Noble, Sierra Trading Post, Omaha Steaks, Cherry Moon Farms, the Discovery Channel Store and more!

Entertainment & Services - TIVO, Golf Bargains, Inc., Kentucky State Parks, and Meineke Car Services.

Here's how the card works:

All United Power members - more than 60,000 - received a Co-op Connections card last fall. We also mail cards to all new members when they activate their United Power account. When they show the card at participating businesses, they receive the advertised discount.

It's that easy!

How can you participate?

Call us for a contract, or download one at www.unitedpower.com, and return it to United Power, P.O. Box 929, Brighton, CO 80601. We'll get your offer on our website within days of receiving your request - and send you register stickers and window clings to help you promote the program. We expect the new pharmacy discount program, coupled with the growing list of national deals, to help make this program increasingly popular with our customers.

