



Our Company



**IDAHO
POWER®**

An IDACORP Company



Our Story

At Idaho Power, we work hard every day to bring energy to your door. We do it safely and proudly. You can rest easier knowing we're always there. Planning for the future, caring for the environment, partnering with you. Big and small. Day and night. Today and tomorrow. We are your neighbors, your friends and your family, and you can always count on us for reliable, responsible, fair-priced service.

Our Vision

To be regarded as an exceptional utility.

Our Values

Integrity, Safety and Respect

Our Mission

Prosper by providing reliable, responsible, fair-priced energy services, today and tomorrow.



Collaboration is Key

We do not work alone. We're collaborating with our stakeholders, communities and business partners to ensure adequate energy supplies for today and tomorrow. Join us and together let's build a comfortable and secure energy future for generations to come.

Learn More

Visit www.idahopower.com/ourenergyfuture or e-mail us at: OurEnergyFuture@idahopower.com

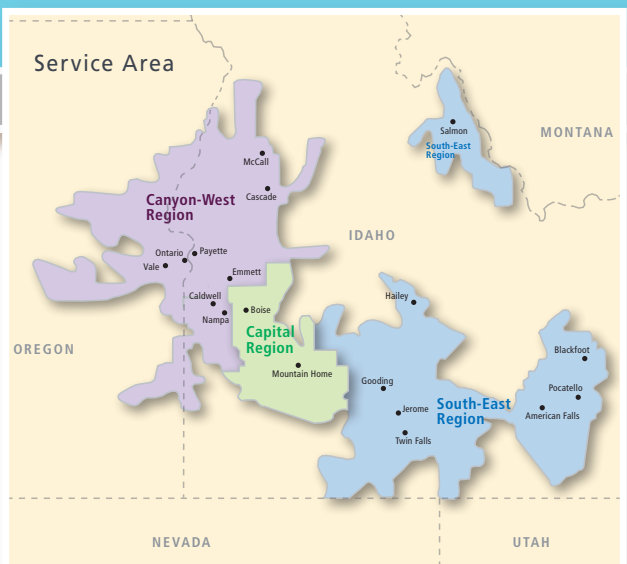
Our Tradition

Idaho Power, established in 1916, is an electric utility engaged in the generation, transmission, distribution, sale and purchase of electricity. Our company has approximately 2,000 employees with headquarters in Boise, Idaho.

We serve more than 490,000 customers* within a 24,000-square-mile area in eastern Oregon and southern Idaho. With 17 low-cost hydroelectric projects as the core of our generation portfolio, our residential, business and agricultural customers pay some of the nation's lowest prices for electricity.

Our company is regulated by the Federal Energy Regulatory Commission, Idaho Public Utilities Commission and Public Utility Commission of Oregon. Idaho Power also is the chief operating subsidiary of holding company IDACORP, Inc.

* Customer count as of Dec. 31, 2010.



Our Energy Future

As we continue using more electricity to power our everyday lives, we must also focus on the future. The way we all think about and use electricity must change.

Momentum

Idaho Power is moving forward to find new ways to improve electricity production, delivery and pricing. We believe energy is the oxygen of the economy. The availability of fair-priced electric service is essential to a healthy economy and to attract new business and industry.

As a local company, we support the prosperity of the communities we serve. Core fundamentals necessary for quality of life—job retention, economic development, low cost of living and reasonable business costs—make our service area attractive for economic expansion, and we're gaining momentum.

Meeting Demand

To meet today's electricity demands and prepare for economic development opportunities; we must get the most out of our current supply and preserve existing low-cost generation, particularly our clean hydroelectric power plants.

We also actively seek cost-effective ways to encourage wise use of electricity by providing energy efficiency programs for all customers.

With customer demand exceeding our current generating and transmission import capabilities, our system requires responsibly building new generation facilities and high-capacity transmission lines, as well as bringing in alternative resources to fill the gap. That's why our energy future includes the Langley Gulch Power Plant and Boardman to Hemingway and Gateway West transmission projects.

Our Information

Utility Data as of Dec. 31, 2010

Population of Service Area (estimate)	1 million
Square Miles of Service Area	24,000
Total Annual MWh Sales (in thousands)	15,495
Percent of Operating Revenues by Jurisdiction	Idaho 95% Oregon 5%
Transmission Lines – Miles	4,817
Total Distribution Miles (underground and overhead)	26,697
Energy Sources	44% Hydro 42% Natural Gas & Coal 14% Purchased Power

Customers

Residential	408,754
Commercial & Industrial	64,772
Irrigation	18,547

Idaho Power vs U.S. Average Rate Per Kilowatt-hour (kWh)

	Idaho Power	National Average
Residential Customer	8.20¢	11.74¢
Commercial Customer	6.28¢	9.97¢
Industrial Customer	4.77¢	6.51¢



www.idahopower.com or
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