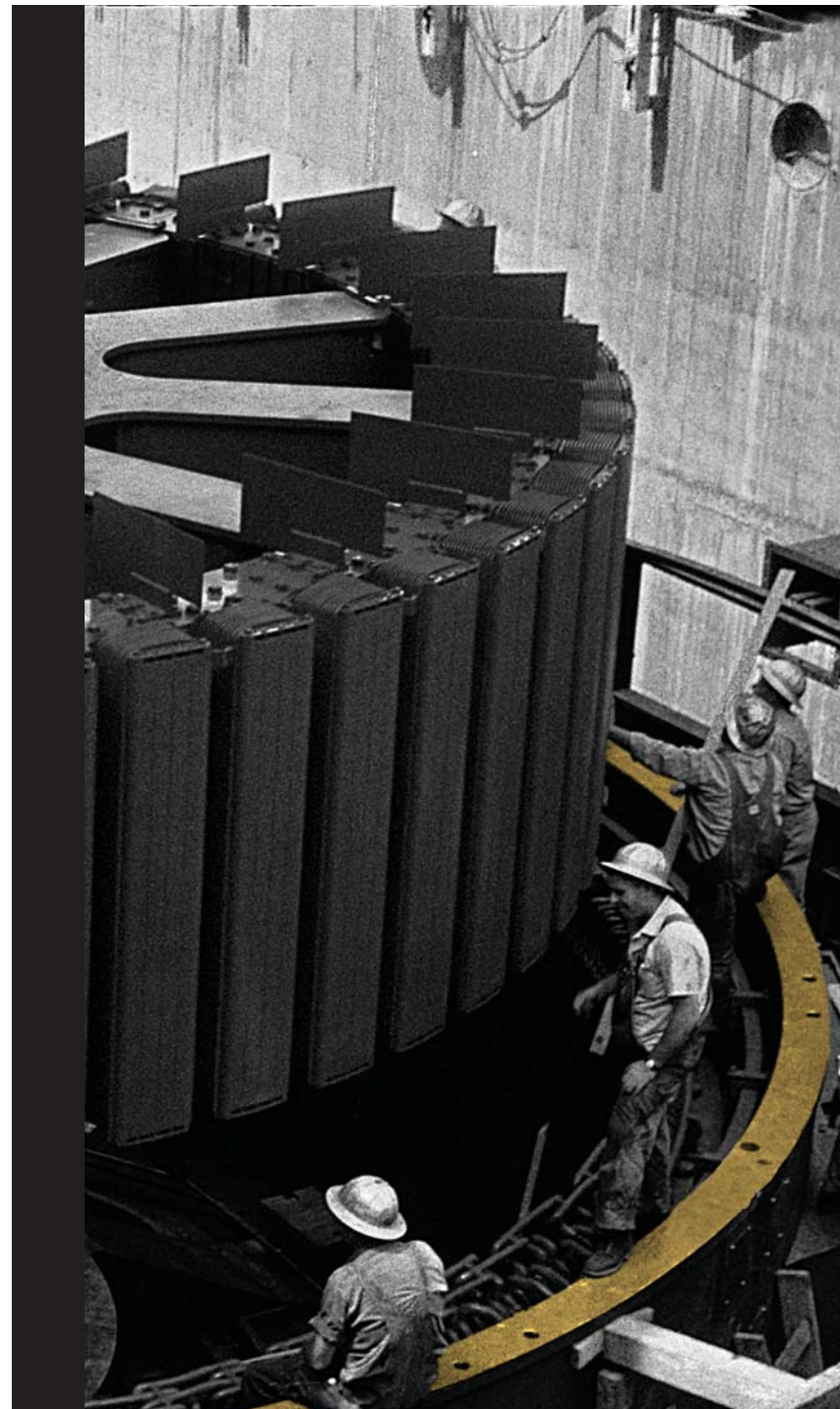


Our Commitment

Foresight • Diligence • Preparation • Tradition • Courage

The commitments we made throughout our 93-year history we fulfill today and every day, providing security and comfort for generations to come.



The Changing Landscape

Over the last year, we have seen the largest decline in our economy since the Great Depression. The economic downturn exacerbated an already challenging energy picture. We continue to use electricity at unprecedented rates. Transmission infrastructure is inadequate to meet demand and generation resources are insufficient. Overcoming these obstacles is vital to ensure future generations enjoy the same comfortable and secure lifestyles we do today.

Idaho Power's dedication to dams, power lines and substations is guided by our long-term commitments. People and prosperity. Our values, vision and mission. Sustainability, community and you. These are the commitments that drive us.



What We Use What We Need

Bigger homes, More stuff

*Average home size in the 1970s: **1,750 square feet.***

*Average home size today: **more than 2,400 square feet.***

*Number of consumer electronic products in average American home: **24***

*Average age at which children began using consumer electronic devices in 2005: **8.1 years.***

*Average age at which children began using consumer electronic devices in 2007: **6.7 years.***

*Number of television in the U.S.: **250 million, nearly one for every man, woman and child in the country.***

As our homes grow larger, we fill them with more electronic devices which consume more and more electricity. Our homes also require more energy to heat and cool.

Up, Up, Up

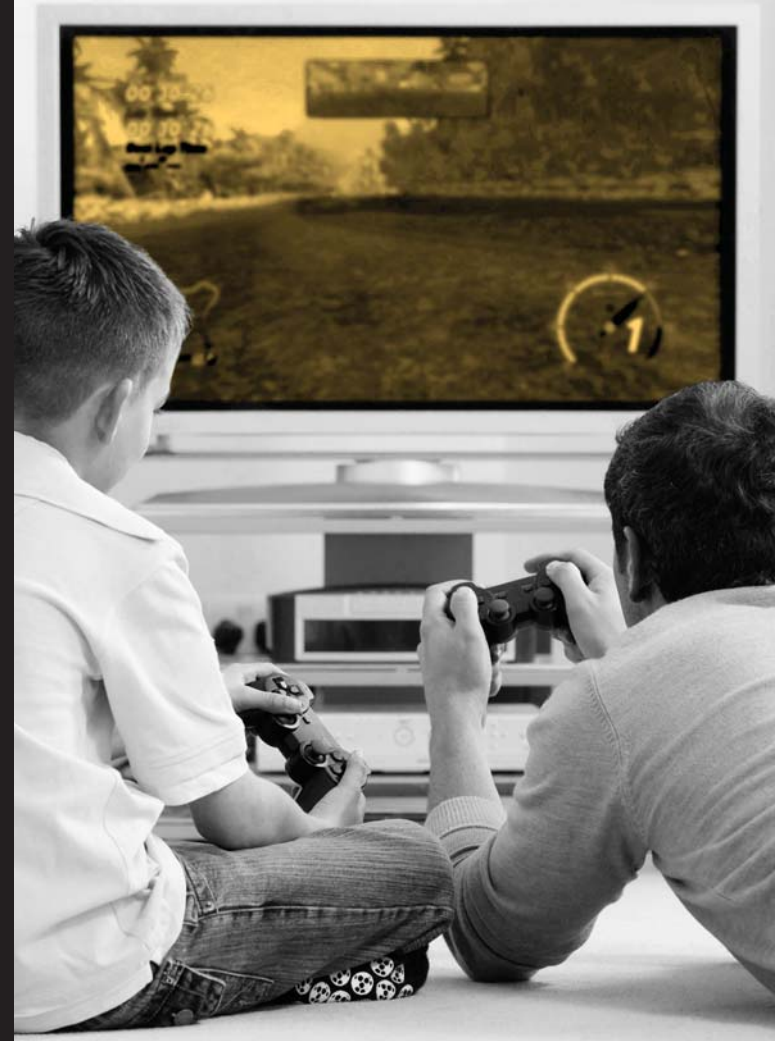
*The number of times Idaho Power customers' electricity demand surpassed the previous summer record for power use: **five***

*Days in July 2007 we experienced near-maximum capacity, nearly exhausting electricity reserves: **14***

In 2008, we experienced new winter and summer peaks.

Idaho Power's current generation capacity alone cannot meet current demand. And Idaho Power's power lines and the northwest's regional transmission grid are at or near maximum capacity. Addressing these shortfalls is vital to ensuring reliability for customers—not fifty years from now, but today.

Our recently filed Langley Gulch Power Plant; our 1,150-mile, 500-kilovolt (kV) Gateway West transmission project; and the 300-mile, 500-kV Boardman to Hemingway transmission project, will provide electricity to customers for years to come.



A Secure Energy Future

Rising Prices

Increase in U.S. dairy prices from 2007 to 2008: **eight percent**

Increase in U.S. baked goods prices from 2007 to 2008: **10 percent**

Increase in U.S. egg prices from 2007 to 2008: **14 percent**

Increase in U.S. electricity prices from 2007 to 2008: **six percent**

Fulfilling our commitment to deliver reliable, responsible energy means investing hundreds of millions of dollars in infrastructure and new generation resources over the next several years.

Affording this significant capital expenditure is a challenge for everyone who enjoys the benefits of our energy-dependent lives. However, with public support and commitment, we can meet this challenge together, just as we have in the past.

Making a Difference

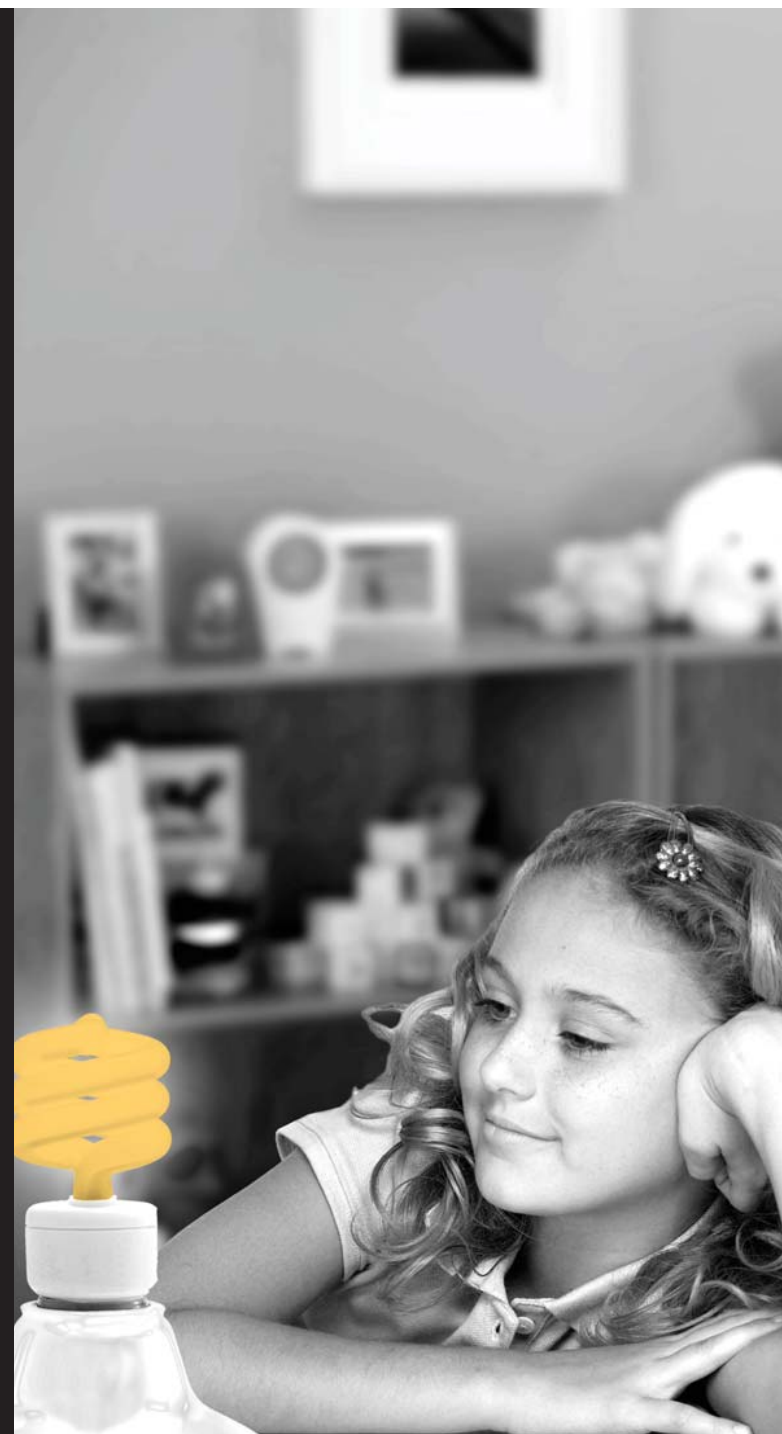
Number of energy efficiency programs Idaho Power offered in 2001: **two**

Number of energy efficiency programs Idaho Power offers today: **15**

Number of energy efficiency programs launching in 2009: **6**

Number of homes we could have powered through energy efficiency program electricity savings in 2008: **11,000**

You have the power to make a difference. Sign up and save on your monthly bill. Go to www.idahopower.com/eepgrams



How We Get There Together

The need for more electricity is clear. It is not driven by politics, corporate profits or governmental intervention. It is simply a result of all of us using a resource that is becoming increasingly valuable and costly. How we work together determines our energy future.

Certainly, no one wants higher rates. Just as no one wants an electric utility that cannot supply the service needed to maintain the lives and lifestyle we enjoy. We recognize asking our customers to dig deeper is difficult given the current economic climate. However, our energy consumption has already outstripped our generation means. These aren't challenges we can wait to meet. The need is now.

Our secure energy future is built on responsible planning and development, responsible preservation of resources, and responsible energy use. Our energy future is dependent upon you.

We want to hear your ideas. Input and collaboration make for stronger solutions. E-mail us: OurEnergyFuture@idahopower.com

Learn more about our energy future and how you make a difference. Visit www.idahopower.com/ourfuture or contact Idaho Power Corporate Communication: 208-388-2465.

